



Cover design by Jack Bradbury

OFFICIAL PROGRAM

Supplement to The Sonoma Index-Tribune, Sept. 13, 1979



33rd Annual **VALLEY OF THE MOON**
Vintage Festival

Sept. 13, 14, 15 & 16, 1979

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We're **14**

...and still growing!



1965 . . . Fiesta Center

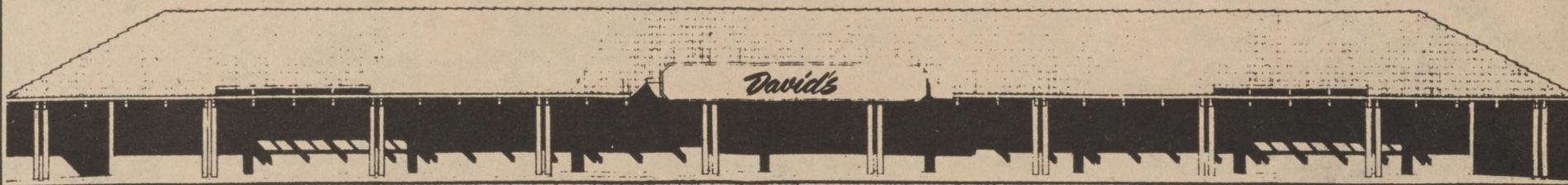
David's

is moving!

Yes! By early spring, 1980 we'll be in our new,
larger store in the new MARKETPLACE . . .
. . . to serve you even better with
expanded merchandise assortments, easier
access . . . more adequate parking.

A DEPARTMENT STORE
FOR THE FAMILY

1980 . . . SONOMA MARKETPLACE



MOVING AHEAD WITH SONOMA VALLEY

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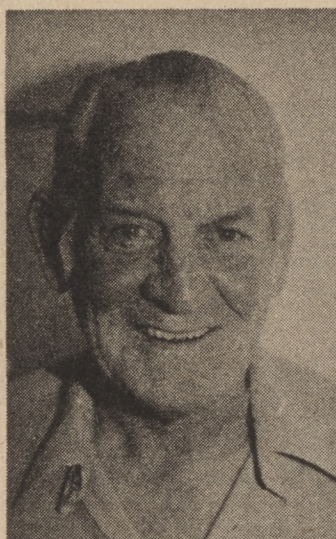
1979



FRANK CUMMINGS
President



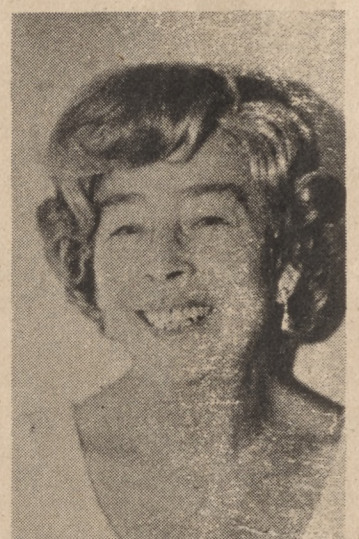
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COSTUMES.....D. Danzart, M. Cook
WINDOWS.....C. Sharp, Jo James
WINE TASTING.....Madeleine Cook, J. Waters, C. Masten
HISTORIAN.....Jean K. T. Carter
MUSIC.....Dan Ruggles
RIDES.....Paul Sheffer
HOSPITALITY.....Pat Goin
WEDDING.....Blythe Carver
GAMBLING NIGHT.....Kevin Austin, J. Westergren, D. Musilli
RUMMAGE SALE.....Evan Ross
LOGISTICS.....Kevin Austin

President's message

On this occasion of the 32nd Anniversary of the modern Vintage Festival, I would like to take this opportunity to welcome all those who have come to participate in our Festival.

This annual celebration is a Valley-wide festival of the harvest of the grapes for the many fine wineries located in the Valley of the Moon.

We hope that during your stay in our Valley you will have an opportunity to sample some of the fine products of our wineries, many of which have won gold medals in competitive tastings.

Enjoy the many historic sites and our re-creation of several of the more colorful events that took place during the last 100-odd years of our City's history. We hope you will take home many memories of your visit and will want to return to our Valley often. For those who are Valley residents, we hope you will take this opportunity to renew old acquaintances and make new ones.

Many of you will notice that several of our historic buildings have been refurbished, restored and in the case of our Depot Museum, recently opened. Please take advantage of your time here and visit the numerous exhibits located around or near the Plaza.

Most of all, for residents and visitors alike -- enjoy the Festival -- it is for you.

Sincerely
Frank Cummings, President
Valley of the Moon Vintage Festival

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1947 - James F. Lyttle
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1948 - August Pinelli
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1950 - Armand Franquelin*
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1954 - Carolyn Wolfe
1955 - Harry Phinney*
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1957-58 - Esther Pagani Gowans
1959 - Col. J. V. Thebaud
1960 - Luis Vela
1961 - Hudson Auberlin

1962 - R. H. (Bob) Brown
1963 - Ray Sampson
1964 - George Powell
1965-66 - Robert H. Cannard
1967 - Henri Maysonnave
1968 - Dr. Allan Querin
1969 - Jack Adams
1970-71 - Col. Paul Walker
1972 - Merlyn Hunter
1973 - Dr. Ralph Kelly
1974 - Sue Stanley
1975 - Toni Schaffner
1976 - Elaine Sheffer
1977-78 - Dorene Musilli
*deceased

AMONG VINTAGE FESTIVAL FEATURES



The Bear Flag incident

A re-enactment of the revolt by a group of early California settlers and visitors to Sonoma dissatisfied with Mexico's rule over California. They seize the military barracks here and take General Mariano Vallejo prisoner. In the Plaza, they pull down the Mexican emblem and raise the home-made Bear Flag, proclaiming a California Republic.

Participants in the event include members of the Sonoma community.



Vallejo-Haraszthy wedding

THE WEDDING of the sons of General Vallejo and the daughters of Count Agoston Haraszthy is a popular vignette feature at each Vintage Festival celebration. Setting for the "wedding" is the old Sonoma

Mission, where singing, dancing and colorful costumes prevail. The double wedding will be enacted on Saturday and Sunday, starting at 1 p.m.

Old photographs exhibit

The League for Historic Preservation will have a unique display of old photographs including some of the original Buena Vista vineyards and the people working and living in Sonoma at the time. Also featured will be old articles of advertising of the wineries of Sonoma Valley and some old home and business furnishings.

The exhibit will be at the Vasquez House in El Paseo courtyard, which is headquarters for the League for Historic Preservation.

The Vasquez House is open to the public Wednesdays through Sundays from 1-5 p.m.

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Sonoma Plaza Realtors
Mike and Sally Stone
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(The Toy Shop)
Mr. and Mrs. S. A. Sullivan
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Mr. and Mrs. Robert G. Wambolt
Mr. and Mrs. Emil Weiler
Wells Fargo Bank
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Carolyn Wolfe
Rev. W. B. and Dr. Joanne Yinger
Mr. and Mrs. G. B. Zimmerman

The Blessing of the Grapes

The Blessing of the Grapes ceremony is the initial observance in a two-day program of Sonoma Valley's annual Vintage Festival. In keeping with tradition, priests representing the padres who established Mission San Francisco Solano de Sonoma in 1832, conduct the services. It is an expression of thanks for the bounteous harvest of the region.

During the ceremony, produce from the vineyards is used to symbolize the valley's harvest because grapevines have been so important in Sonoma history.

In 1825, the Franciscan padres planted grape vines to obtain wines of sacramental purposes. Part of this vineyard survives today in the Sebastiani properties northeast of the Mission.

In 1835, General Mariano G. Vallejo, commandant of the Alta California northern frontier, planted other varieties of grapes and in addition to his military skills became famous for his unusually delicious table wines.

In 1857, Agoston Haraszthy, a Hungarian nobleman with a

passion for growing things, planted 560 acres at Buena Vista in carefully selected grape cuttings which he brought from Europe. From this beginning, choice vintage California wines became world famous. The original acreage is still producing.

In the 1890s European vineyards were ravaged by a blight called Phylloxera. It was discovered that roots growing in California had become disease-resistant to the blight and thousands and thousands of California grape cuttings were sent back to the places they came from originally to help save European vineyards. The project was successful and the story has become an important part of the history of viticulture.

During 1974 there has been a large increase in the amount of acreage devoted to the growing of vintage grapes. Amid Sonoma Valley's pastoral beauty, citizens feel fortunate for the area's history, its richness and neighborliness.

So each year a Blessing of the Grapes ceremony is conducted to express thanks for the harvest and good fortune the valley enjoys.



Sonoma Landmark Since 1955



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FURNITURE • CARPETS • DRAPERIES

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Sherman's of Sonoma, oldest home furnishers and interior designers of Sonoma Valley. Sherman's features carpets, area rugs and Oriental reproductions by Karastan, furniture by Thomasville, Century, Umphred's Upholstery, Hekman, Davis Cabinet, Baker, Kanpp & Rubbs, Brown Jordan and Founders. Lamps & fixtures by Stiffel, Cooper & Georgian. Complete furnishing and interior design service including custom draperies and fine wallpapers. Call SHERMAN'S at 938-5223 for appointment.

--Sept. 1976 photo by John Haskett, Glen Ellen

THE WINERIES OF SONOMA VALLEY

Here is a list of our Sonoma Valley wineries, their schedules and where they're located:

CHATEAU ST. JEAN --
Located at 8555 Highway 12 in Kenwood. Open daily 10 a.m. to 4:30 p.m. Tours by appointment only. Picnic area provided.

GRAND CRU VINEYARDS --
Located at 1 Vintage Lane in Glen Ellen, set behind Dunbar Elementary School on Dunbar road, off of Highway 12. Open Saturdays and Sundays, 10 a.m. to 5 p.m. Tastings and tours by appointment only. Call 996-8100.

GUNDLACH-BUNDSCHU WINERY -- Located at 3775 Thornsberry road, Sonoma. Take Napa street, east to Old Winery road, to Lovall Valley rd., proceed to Thornsberry rd. Tasting room open Friday, Saturday and Sunday, 12 noon to 5 p.m. Picnic area provided.

HACIENDA WINE CELLARS -- Located at 1000 Vineyard Lane in Sonoma. From plaza, go east on Napa street to Seventh street east, turn left to Castle road, continue straight to Vineyard lane. Tasting room open daily, 10 a.m. to 5:30 p.m. Picturesque picnic area.

J. J. HARASZTHY & SON --
Located at 14301 Arnold drive in London Glen Village. Visitors welcome 9 a.m. to 4 p.m. Monday through Friday.

HANZELL VINEYARDS --
Located at the end of Lomita avenue above Boyes Hot Springs. Visitors by appointment only. Call 996-3860 or 996-0431.

KENWOOD VINEYARDS --
Located at 9592 Highway 12 in Kenwood. Tasting room open daily, 9 a.m. to 5 p.m. No tours.

SEBASTIANI VINEYARDS --
Located at 388 Fourth street east in Sonoma, east one mile from plaza. Tasting room open daily, 9 a.m. to 5 p.m. Urged that visitors get there early on weekends. Guided tours given.

VALLEY OF THE MOON WINERY -- Located at 777 Madrone road, north of Boyes Hot Springs off of Highway 12. Tasting room open daily 8 a.m. to 5 p.m. Closed Thursdays. No tours. Picnic area provided.

ZD WINERY -- Located off of Burndale road in Vineburg, off of Napa road. Visitors on weekends by appointment only. Call 539-9137.

BUENA VISTA WINERY --
Located at 18000 Old Winery road, Sonoma. Take Napa street east from plaza, turn left on to Old Winery rd. Tasting room open daily from 10 a.m. to 6 p.m. Self-conducted tours. Shady picnic area.



THE OLD OAKEN CASKS AT BUENA VISTA WINERY
Where The Count Haraszthy story is told.

A tradition of excellence

WAYNE AND CAROL PETERSEN purchased the small jewelry store on the plaza in Sonoma in 1964. It was a small and promising business, offering fine jewelry, watch repair, jewelry remounting and repairing. The young couple worked long hours and made many new friends and customers.

SONOMA VALLEY has grown since that time. More and more people have come to know and patronize the little jewelry store on the plaza. And Wayne and Carol still do watch repair, jewelry remounting and repairing, and sell fine jewelry. But just like the town, the business has grown.

TODAY, VINEYARD JEWELERS has two Sonoma locations. One on the plaza where it's always been and a new store at Sonoma Marketplace, 201 West Napa st.

THE BUSINESS IS keeping pace with the times. The new store will have all of the services of the old one, plus some new attractions. Fine clocks including grandfather clocks by Howard Miller and a jewelry manufacturing laboratory where new creations can be designed from old.



"AS PART OF our Fifteenth Anniversary in business, we and the staff at Vineyard Jewelers would like to thank all of our many friends and supporters. Our 15 years together in Sonoma have been successful and enjoyable because of you. And with your continued support, we hope to be here for many more years.

Wayne and Carol Petersen



17 E. Napa Street • Sonoma • 996-3708

Buena Vista Winery

By JOHN LYNCH

Buena Vista Winery is following a plan implemented shortly after Young's Market Company of Los Angeles purchased the operation in 1968.

The plan, according to Buena Vista president Phil Gaspar, calls for the future goal of manufacturing 175,000 cases of wine annually. "Our projections tie in with the acquisition of the new winery and vineyards," he stated.

Gaspar has been reluctant to divulge any further information concerning these recent "acquisitions." Apparently, though, it is no secret that Buena Vista, like just about every other Sonoma Valley winery, is feeling the pains of growth.

Last year, Buena Vista sold 30,000 cases of wine. The winery expects to sell closer to 60,000 this year.

And, an ever increasing number of wine seekers continue to flock to the pleasant, tree-lined cellars, and picnic area located at the end of Old Winery rd. east of Sonoma.

IN FACT, the former basement cellar tasting room finally had to be enlarged last year to accommodate the overflow crowds. Part of the ground level floor area is now used for the tasting area. Another one of the old underground tunnels was completely renovated.

Buena Vista's line of wines include Cabernet Sauvignon, Pinot Noir, Gamay Beaujolais, Zinfandel, Burgundy, Pinot Chardonnay, Gewurztraminer, Sauvignon Blanc, Chablis, plus two roses, a Cabernet Rose called Rosebrook, and a proprietor's label Pinot Noir Rose.

Green Hungarian and Zinfandel remain Buena Vista's most popular wines. Much of Zinfandel's popularity at Buena Vista, as well as at other valley wineries, can be attributed to the fact that the founder of that winery, Count Agoston Haraszthy, was credited with first introducing that red varietal to this area.

GASPAR mentioned that while the operation recognizes the increased popularity of white wines, he feels that the pendulum will swing back toward a more widespread appreciation for red varietals.

A greater appreciation for

Sonoma County wines in general is foreseen by the Buena Vista chief.

"Sonoma County is beginning to come into its own," he said. "But it has a long way to go to catch up with Napa Valley's image or popularity, or being as well known as Napa Valley."

The establishment of adequate appellation for Sonoma County and its unique growing areas will help spur recognition, he said. "It's a good move. But for some wineries, I can see it would not be advantageous. I think that in some cases wineries have been loosely using the name 'Sonoma' (on wine labels). With it (appellation) it would be more meaningful."

Gaspar brought up a rather interesting point concerning the future of the wine and liquor industry as a whole. He believes there's somewhat of a "trend" against alcohol. "And I think it'll rather grow than lessen," he remarked.

HE POINTED out that health warning labels, such as those included on packets of cigarettes, may not only some day be printed on wine labels, but on beer and hard liquor as well. It's happening, he mentioned, not only in the U.S. but all over the world as well.

"Other than that," he said, "I feel there is no end to the growth in the wine industry in the U.S.," adding, "there is still a tremendous growth yet to come."

As the established wineries continue to grow and expand, some of the smaller new ones, Gaspar fears, may have trouble. "A certain amount of them won't make it. They'll have a hard time making ends meet," he explained, noting the spiraling costs quickly becoming major problems in the wine and grape industry. Gaspar stated, "But there are a certain amount of wineries that will always stay in the business."

With the growth it has experienced of late and the crowds that continue to funnel in daily, it's likely that Buena Vista is one of them.

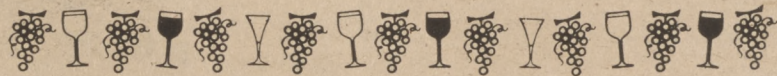
HARASZTHY, a Hungarian refugee, came to the U.S. in 1843. He brought with him some European grape cuttings, his family having been involved in wine-making.

After a number of unsuccessful

Please turn to Page 8



Buena Vista Winery



Deliveries
being made
at the market,
early 1930's.

This I.O.O.F. building
replaced another
in the same location;
fire destroyed
the first structure
in 1910.



Shone's today: Carl Michalowski,
Marge Wilson, Jim Crummie

Shone's of Sonoma

Since the above I.O.O.F. building was erected in 1914, the downstairs portion has functioned as a food market and butcher shop. Over the years local ranchers could talk about the weather while munching crackers and pickles from the barrels in Jim Weem's Grocery. Sonoma historian Reuben Woodworth recalls that around 1904 "it was a friendly place". A wheel of cheese was always available on the counter, with a knife for customers to help themselves. Reuben remembers being sent to Weem's to buy a loaf of bread for his mother --price, five cents.

Bordstom & Nordstom's market followed, and dry goods were sold on one side of the store, groceries on another.

Gottenberg's Market took in eggs from local customers and cartoned and sold them in San Francisco. Local realtor Louie Minelli remembers delivering produce daily to Gottenberg's. A photo taken of him in the old store is presently on Shone's wall.

In ensuing years the name has changed to Irby's, Ascherman's, then Shone's when Don and Anita Shone operated the market for 18 years.

Since 1976 the present owners of Shone's, Jim Crummie and Carl Michalowski, have expanded to include a delicatessen and sandwich shop; they also offer catering and fresh meats. Home deliveries have been a free feature of the store for years and still continues today. The small town flavor of a little grocery store persists at Shone's.

521 Broadway

Sonoma

996-3397

We all at Valley Health Foods
would like to thank our wonderful
customers for their patience and
cooperation during the inconvenience
of our move.

Henry & Rose Sharp

HAPPY & HEALTHY VINTAGE FESTIVAL
FROM

VALLEY HEALTH FOODS

SERVING SONOMA VALLEY SINCE 1961

996-3303

VALLEY MART SHOPPING CENTER

The drawings of the wineries

in this special program-supplement

are by Sebastian Titus

and are reproduced from the book 'Sonoma-Mendocino Wine Tour' with the permission of the publisher -- Vintage Image, 1335 Main st., St. Helena, CA 94574.

Buena Vista Winery

Continued from Page 7

plantings in other parts of this country, he visited Sonoma Valley, found the climate to be ideal and proceeded to purchase several acres of land in the Buena Vista area. There, he planted those cuttings he had brought with him.

His first vintage was in 1857 and he went on to improve and increase his list of varietal wines.

Haraszthy eventually became known as the "Father of California Viticulture."

Sons Attila and Arpad ran the operation for a short time after their father's death in 1869. But the onslaught of the dreaded phylloxera pestilence, the 1906 earthquake, and of course, Prohibition, upset the winery's operations, and activities even-

tually ceased there for some 40 years.

THEN, in 1943, a UPI newspaperman named Frank Bartholomew of Sonoma acquired the property and got Buena Vista back on its feet and producing wines once more. Bartholomew eventually went on and founded the nearby Hacienda Wine Cellars.

Presently at the helm for Buena Vista are Gaspar, president; Rene Lacasia, vice-president and technical director; Vernon O. Underwood, chairman of the board for both Buena Vista and Young's Market; Richard Williams, wine-maker; and local product manager Don Harrison; Marge Dworak, office manager and secretary; and John Lindbarger.



THE TASTING ROOM AT BUENA VISTA
The limestone cave -- cool and scenic.



CHAMPAGNE BREAKFAST

Saturdays, Sundays & Holidays from 8:30 a.m.

AN ADOBE WITH A HISTORY, El Dorado is among the first adobe buildings erected in Sonoma by Don Salvador Vallejo. He was a brother of General Mariano G. Vallejo, founder of Sonoma in 1835. The adobe building on the west side of the Sonoma Plaza, which includes El Dorado, was a favorite hotel in the forties. Pierce & Randolph were the best known proprietors after the Bear Flag raising and American occupancy. The Salvador Vallejo adobe was also an early school, and theatrical performances were held upstairs with an entrance on Spain street.

OPEN FROM 8:30 A.M.

- * BREAKFAST
- * FIZZ BRUNCH Till 2 p.m.
- * LUNCHEON Till 3 p.m. Daily
- * DINNERS Continuously till 10 p.m.

El Dorado

Closed Wednesday & Thursday except major holidays
and for parties of 50 or more.

Reservations Accepted
Cocktails & Fine Sonoma Valley Wines

996-3030
Our Garden Court is Open - Weather Permitting

NORTHWEST CORNER OF SONOMA PLAZA

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Twenty years ago we began providing the best convalescent care possible.

Twenty years later we are proud of our reputation of private health care which has brought us statewide recognition.

Today we celebrate with you our twenty successful years while living and working in the beautiful Valley of the Moon

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Privately-owned and operated-not government funded, no Medicare, not a chain.

We truly care. We invite you to visit anytime and compare the quality of our care for your loved one.

Chateau St. Jean Winery

By KATHY SWETT

The white-columned country home which graces the Kenwood grounds of Chateau St. Jean Winery foreshadows the quality and taste of this small winery's product.

The winery has made wine of inarguable quality since 1973 when two brothers and a brother-in-law purchased the winery and began the quest for perfect wines.

Ed and Bob Merzoian and Ken Sheffield (whose sister is married to Ed) were interested in what they felt was an obvious void in the world of wines -- the top quality product.

Among the first of several admirable steps taken in pursuit of their goals, the triumverate persuaded Robert Arrowood, a young man who had gained his winery experience as a chemist for Korbel and as an oenologist for Sonoma Vineyards, to throw in his lot with the infant enterprise.

IN A RECENT interview, Arrowood explained that the owners opted for quality above all else in the earliest stages of the game. "When they first lured me, they gave me a firm commitment . . . we would grow only to the size where we can continue to produce fine wines, but no farther. These people, in fact all of us here, are committed to quality above all else."

The winery, which currently produces about 41,000 cases of primarily white wines per year, is in the second phase of its physical growth plan.

When first purchased, the Kenwood location offered only the

large, rambling private residence (built in 1920) on 250 acres.

That home, which is currently used as offices and tasting facilities, is eventually earmarked, once more, as an overnight residence for the owners and their special wine-expert guests.

Current construction at the site, to be completed soon, will offer a facility for crushing, fermenting and bottling, as well as new space for administrative offices.

The final stage of building will provide a complete visitors' center which will house a tasting room.

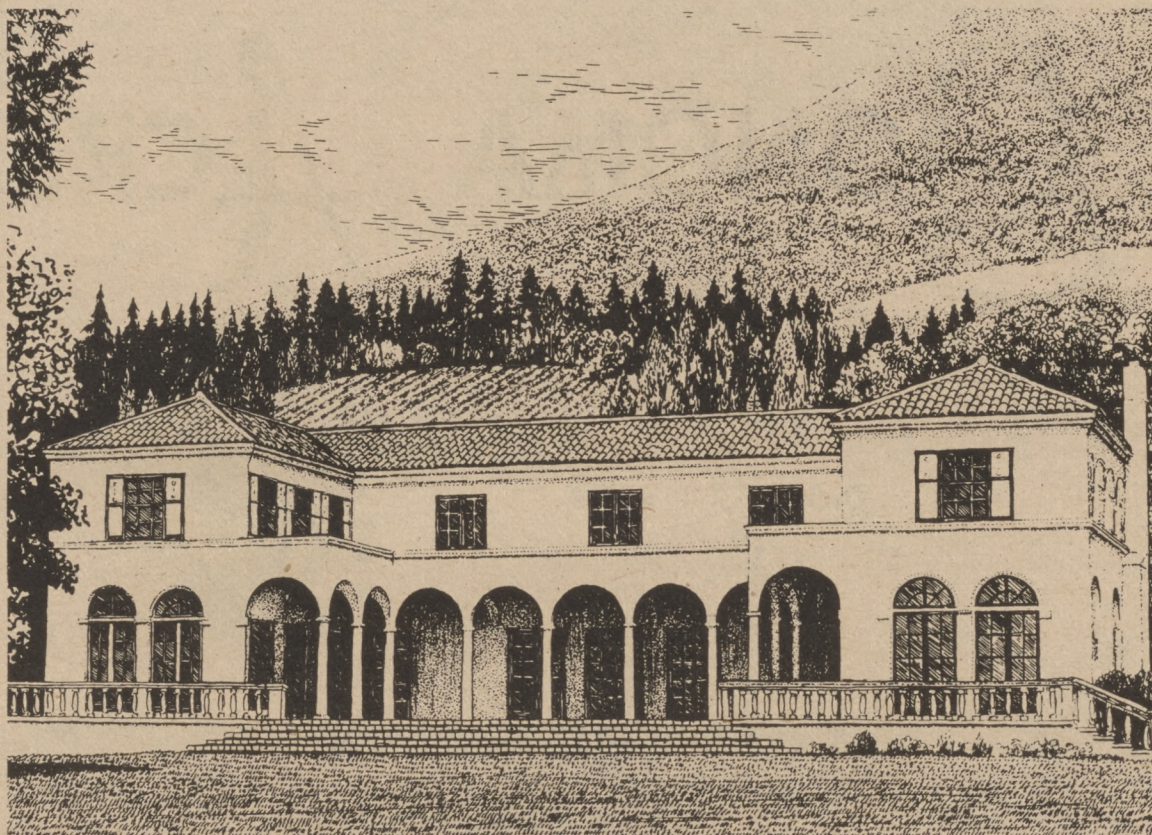
ALTHOUGH Arrowood feels there is now a leveling off of growth in the wine industry in general, he noted that this has not and probably will not, affect Chateau St. Jean. "The more expensive wines will always be in demand," he said. "In fact, the demand for our wines is increasing . . . right now, we just can't meet the demand."

He added that almost 75% of the winery's consumers are very knowledgeable about wines: "It isn't just a passing thing for most of our customers," he stated.

Because the commitment to high-quality wines is so strong at this winery, Arrowood has been able to obtain the best production equipment available, often regardless of the purchase price of such sophisticated machinery.

Noting that machinery is top of the line, Arrowood admits that such top-quality machinery is unusual for a winery such as

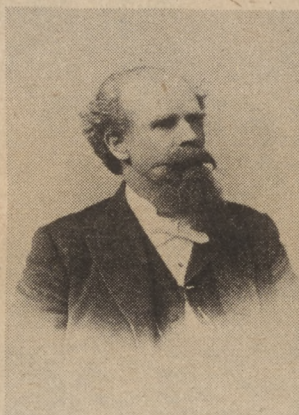
Please turn to Page 11



Chateau St. Jean

FOURTH GENERATION OF FUNERAL SERVICE

1889-1979



JAMES HAGAN
1st Generation



HENRIETTA & WILLIAM DUGGAN
2nd Generation



SARAH LETITIA HAGAN
1st Generation

James Hagan of Oldham, England came to California as a sailor aboard ship and settled in Centerville where he became a tinsmith. James married Sarah Letitia Goforth from Toronto, Canada, who came with her family to California and settled in San Lorenzo.

In the early 1880's a serious epidemic broke out and James made hand soldered zinc boxes, or caskets, that could be sealed for burying those who had died of this disease. He was advised and decided to become an undertaker and to move to San Francisco. This was about 1885.

The first official record is the San Francisco Directory 1889

"Hagen & Schofield" 507 Valencia Street

James and Joseph Hagan, George W. Schofield

Undertakers and Embalmers

The San Francisco Directory 1892 reads:

"Hagan Brothers Undertakers"

525 Valencia Street and 17 City Hall Ave.

In 1898 James Hagan moved to 445 Valencia Street. In 1899 James was at 13th Street near Valencia. He had his own stables and the family always lived at the place of business. He was at this address at the time of the 1906 fire and earthquake. He rebuilt at the same site but the address was changed to 49 Duboce Ave. (13th Street was renamed Duboce Ave. after the earthquake.)

James contracted with the city of S.F. to bury the indigent. Sometimes a relative or friend would pay a small sum to have a cloth covered casket and service. Sarah Letitia Hagan (James' wife) would cover the casket with a black cloth and tack white material inside. She was quite a seamstress and was very proud of her work. James had a carpenter shop in the basement on Duboce Ave. where he would make wooden caskets.

In 1902 James hired William Duggan who had just been mustered out of the army (Spanish-American War) at the Presidio in San Francisco. He was a hack-driver, casket maker, grave digger and all around handyman. He was willing to do any work and was mainly hired by James Hagan because of his experience and familiarity with horses. James owned a stable where he kept his horses and wagons for trips to the cemetery.

In 1903 Henrietta, James Hagan's youngest daughter, married William Duggan shortly after her graduation from Medical School at the University of California. James was not in favor of this marriage. William was the hired help, an Irishman and a Catholic.

William continued working in the livery business, later bought a horse and carriage and went into the taxi business, one of the first taxi services in San Francisco. When automobiles were manufactured he bought a limousine and continued in the taxi business until he bought out William Green Undertakers in 1916. In 1915 William was issued a license as an Embalmer after a course of study.

1916 -- Duggan & O'Reilly - 1230 Valencia Street, S.F.

1922 -- Duggan & Carroll - 1230 Valencia Street, S.F.

1923 -- William Duggan & Co.

1929 -- Duggan's Funeral Service, 3434-17th Street, S.F.

William and Henrietta had five children, William T. and Richard J., who studied medicine. Edwin J., Leonard F. and daughter Letitia Duggan Welch worked with their father until 1959.

Presently owned and operated by William J. Welch

In 1959 Duggan's Mission Chapel was established in Sonoma. The Duggan Family, William, his son Leonard and daughter Letitia, purchased the Funeral Parlors from the Bisso Brothers who had it built in 1952. The architecture is a copy of the Sonoma Mission.

The Duggan Family has added two small chapels since 1959, and redecorated the main chapel.

At present Leonard F. Duggan is preparing two of his daughters to become Funeral Directors. Letitia Conneely and Marilyn Caselli are preparing to carry on this family tradition.

For more than 60 years individuals have entrusted their pre-need request or wishes with the Duggan Family. The Family is very proud to be associated with the funeral business and to be of service to families and individuals in their time of need.



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Sonoma

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Chateau St. Jean Winery

Continued from Page 10

Chateau St. Jean . . . "on the small side, you know."

HE ADDED with obvious pride, that the winery has a completely automatic, completely sterile bottling line which provides the latest in sophisticated bottling techniques.

The winery also has pioneered in what Arrowood refers to as "vineyard-designated wines."

"All grapes picked at individual vineyards are processed separately, and the vineyard from where the grapes were picked is named on each bottle of wine produced.

"The idea for this vineyard designation program came after co-owner Sheffield visited Europe where he observed that growers of Burgundy kept lots separate, rather than blending their grapes, and that the finest wines often came from tiny but

unique individual land parcels," he concluded.

Arrowood feels the program has definitely paid off in terms of quality. "Naturally, this small lot production is much more costly, but it pays off in terms of our long-range goal of fine wines," he said with a smile.

ALTHOUGH understandably proud of "his" winery, Arrowood has more than kind words for Sonoma Valley wines as a whole.

"In general," he explained, "the wines produced in this valley are more than acceptable . . . and I can say that without a touch of Chauvinism. Some beautiful wines are being made here . . . and we (Sonoma Valley) show up very well in national competition. Like Avis, Sonoma Valley is second, so we try a little harder."

Commenting that nearly 90% of the grapes used in Chateau St. Jean's wine production are grown in Sonoma Valley, Arrowood stressed that he is definitely in favor of the appellation movement. "I support it fully," he said. "It just makes good sense."

The one thread of thought running through Arrowood's discussion of his winery is that of quality. Whatever subject being discussed, the word slowly creeps its way into the conversation.

Sighing with satisfaction, Arrowood stated, "I know everyone talks quality, but here the quality commitment is so high it's unbelievable. And right down the line, all the employees and growers of this winery feel the same commitment."



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**To our subscribers:
INSERT
this section
from
Page 11 thru 42
to follow Page 10
in the front
section of
this special
supplement.**

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California
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Grand Cru Vineyards

By JERRY PARKER

Grand Cru Winery in Glen Ellen has earned an enviable reputation as a producer of fine wines since it was established in 1970.

The limited partnership has Bob Magnani and Al Ferreira in executive roles, with a board of directors and a group of 20 or so investors behind them.

Magnani talked to the Index-Tribune the other day, revealing

that Ferreira is in New York on a sales trip during which he hopes to introduce Grand Cru wines in many more states.

THE HISTORY of the Grand Cru winery, 1 Vintage lane, goes

back almost 100 years. It is located on a site where the Francois Lemoine family established a winery in 1886.

The vineyards were planted in 1890.

In the early 1900's, the winery was purchased by Felix Mancuso. His son, Pete, later assumed management of the family operation which was discontinued around 1958.

Grand Cru produced its first wines in 1971. It has always specialized in whites - even to formerly making a white Zinfandel - and today 90% of its production goes into the whites.

It specializes in white wines made in the German style, with low alcohol content and some residual sugar. They are aged only in stainless steel tanks.

These include a Gewurtztraminer, a Pinot Noir Blanc and Chenin Blanc.

IT ALSO makes two red wines,

Zinfandel and Cabernet Sauvignon.

The Zinfandel is made from grapes grown at the winery, from vines planted long ago. This 27-acre vineyard is gradually being phased out.

Grand Cru makes most of its wines from grapes grown elsewhere, in the Alexander Valley in northern Sonoma County and from Yolo County.

The winery is now gearing up for full production, which Magnani foresees as 50,000 gallons, or 20,000 cases. This year it bottled 13,000 cases. Next year, it hopes to do 15,000.

Grand Cru served only the California market until last year, 1978, when it sold 10% of its output to outlets on the East Coast and in Oregon and Washington.

IN CALIFORNIA, the winery has two distributors, Lefcourt

Please turn to Page 14



Grand Cru Vineyards

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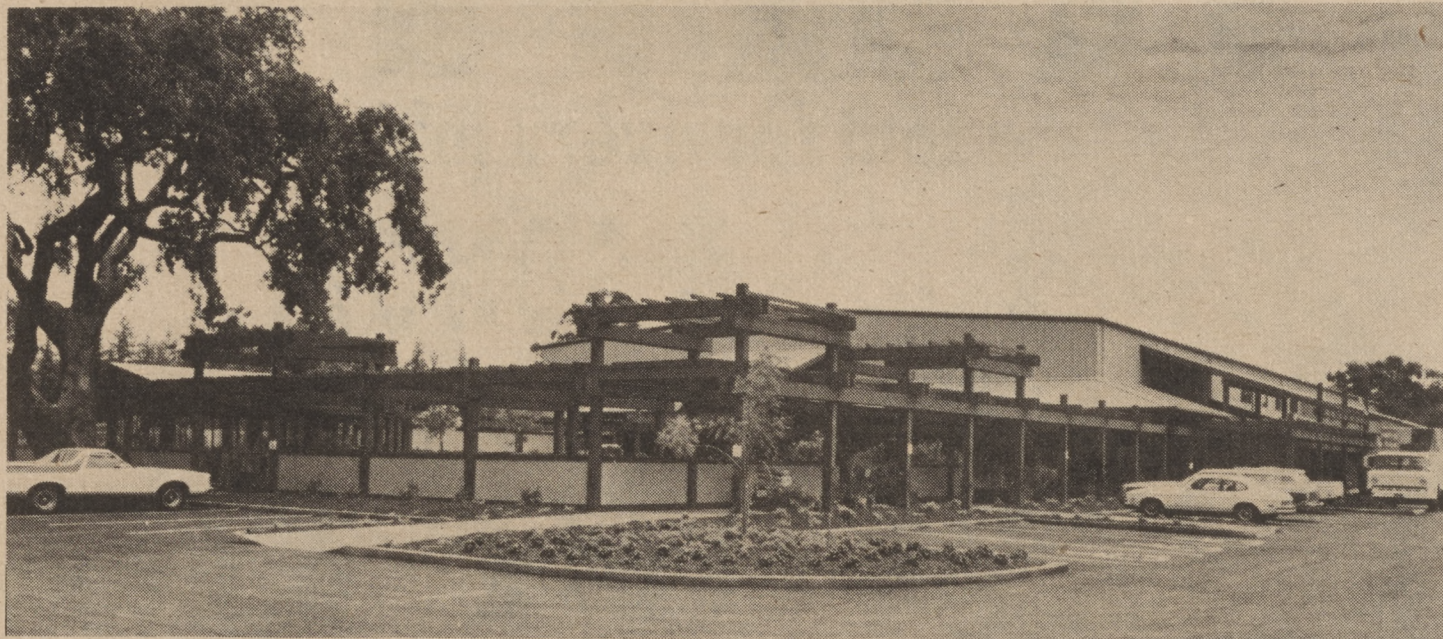
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SATURDAY 9-4
SUNDAY 10-3

Grand Cru Vineyards

Continued from Page 13

Cellars, San Francisco, in the north, and Shenandoah Cellars, Los Angeles, in the south.

The out-of-state orders last year were mostly obtained through a telephone canvass. Now Al Ferreira is meeting distributors personally in a number of states to nail down new contracts.

Next year, Grand Cru will probably sell 40 to 50% of its output in other states.

It hopes to gain a place in such wine consuming areas as the East Coast (including New York, New Jersey, Connecticut, Rhode Island and Maine), the Chicago area, Washington, D.C., Maryland, Virginia, Florida, Georgia, Alabama, Texas, Colorado, Arizona, Nevada and even Hawaii.

CALIFORNIA itself is a tough market, according to Magnani. The new wineries continually cropping up offer intense competition. Often the retailers pick up on the new wineries and forget about the old.

The Grand Cru manager said he never ceases to be amazed at the fickleness of some retailers.

Price is often a big problem in trying to introduce their wines into other states, said Magnani. Extra charges tacked on by various states can raise the price of a \$4 bottle of wine to \$8.

BY HANDLING orders directly themselves, said the winery executive, the markup can, it is hoped, be kept to something like 50 cents a bottle.

Grand Cru hopes to produce a sizeable amount of wine from grapes grown at the winery site in a few years. The original vineyard will be replanted to Sauvignon Blanc, a premium white variety that rivals Chardonnay in popularity, said Magnani.

The popularity of white wines exceeds that of reds about on a two-to-one basis, the young winemaker said.

"People are drinking more whites than reds," he declared, "and all the whites are popular, with the slightly sweet liked best."

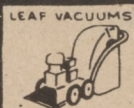
White wines are now being drunk as cocktails, with meals and at countless social occasions.

THERE HAS been no drop-off,

Please turn to Page 15



WHERE WINES SLEEP AT GRAND CRU
Co-owner Bob Magnani looks over vintages.



LEAF VACUUMS



TAMPERS



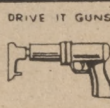
TILLERS



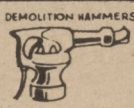
TILE CUTTER



TRENCHERS



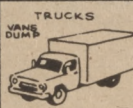
DRIVE-IT GUNS



DEMOLITION HAMMERS



TAR POTS



TRUCKS



DRILLS AND BITS



HOISTS & WINCHES



CONCRETE SAWS



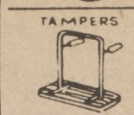
BRUSH SHREDDERS



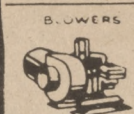
JACK HAMMERS



COMPACTORS



TAMPERS



BLOWERS



GAS-DRIVEN WELDERS



LADDERS



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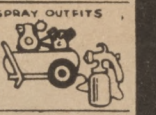
SONOMA RENTAL CENTER



JACKS



HAND SPRAYERS



SPRAY OUTFITS



HEDGE TRIMMERS



ROLLERS



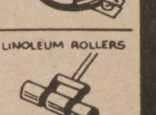
JACKS



SNAKES & AUGERS



PIPE BENDERS



LINOLEUM ROLLERS



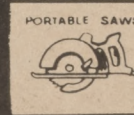
TABLE SAWS



TRUCKS



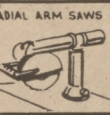
CUT OFF SAWS



PORTABLE SAWS



RUG-KICKERS



RADIAL ARM SAWS



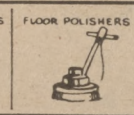
TABLE SAWS



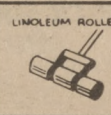
HAND TOOLS



SUBMERSIBLE PUMPS



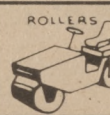
FLOOR POLISHERS



LINOLEUM ROLLERS



COMPACTORS



ROLLERS



CONCRETE FINISHERS



CEMENT MIXERS



JACK HAMMERS



GRAND CRU TASTING ROOM

Grand Cru Vineyards

Continued from Page 14

however, in the popularity in the reds, which continue to maintain their standing and are even gaining more acceptance.

Magnani said they don't ever want to make more than five wines at Grand Cru. He said he thought the days of the family winery which produced a broad spectrum of wines were numbered, that such an operation was on the way out.

He pointed out that some wineries now make only one or two kinds of wine and this concentration and specialization enables them to make these blends superior.

There was no equipment Grand Cru could use when it bought the historic winery in 1970 so it had to rebuild the winery from the ground up. There was a section of the old cellars left -- a stone section -- which has been improved and retained. The reds slumber here in oak casks.

ALL OF THE equipment, therefore, is new, from the crushing apparatus to the elegant stainless steel tanks which stand under the shade of liveoaks.

Grand Cru has an expansion program which will get started next year. This calls for construction of a new tasting room, three times larger than the present one.

It will be an A-frame building, similar to the one being used at

present. A warehouse big enough to hold 7,000 cases will also be built.

An automatic bottling line with a production of 1,000 cases per day, a new centrifuge plus additional steel tanks are also to be installed. Grand Cru leases additional warehouse space and will continue to do so.

THE WINERY has five employees. The tasting room is open on Saturdays and Sundays from 10 to 5. There are no tours, except by appointment in exceptional cases.

There is a small picnic area for visitors.

Although it's a young winery, Grand Cru has already earned a number of gold medals and other awards in wine judging competitions.

Noting there has been "an incredible response" to Grand Cru in other states, Magnani emphasized its wines have a good reputation, are offered at good prices and its output is limited in production and availability.

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CHILDREN'S PORTRAITS

by

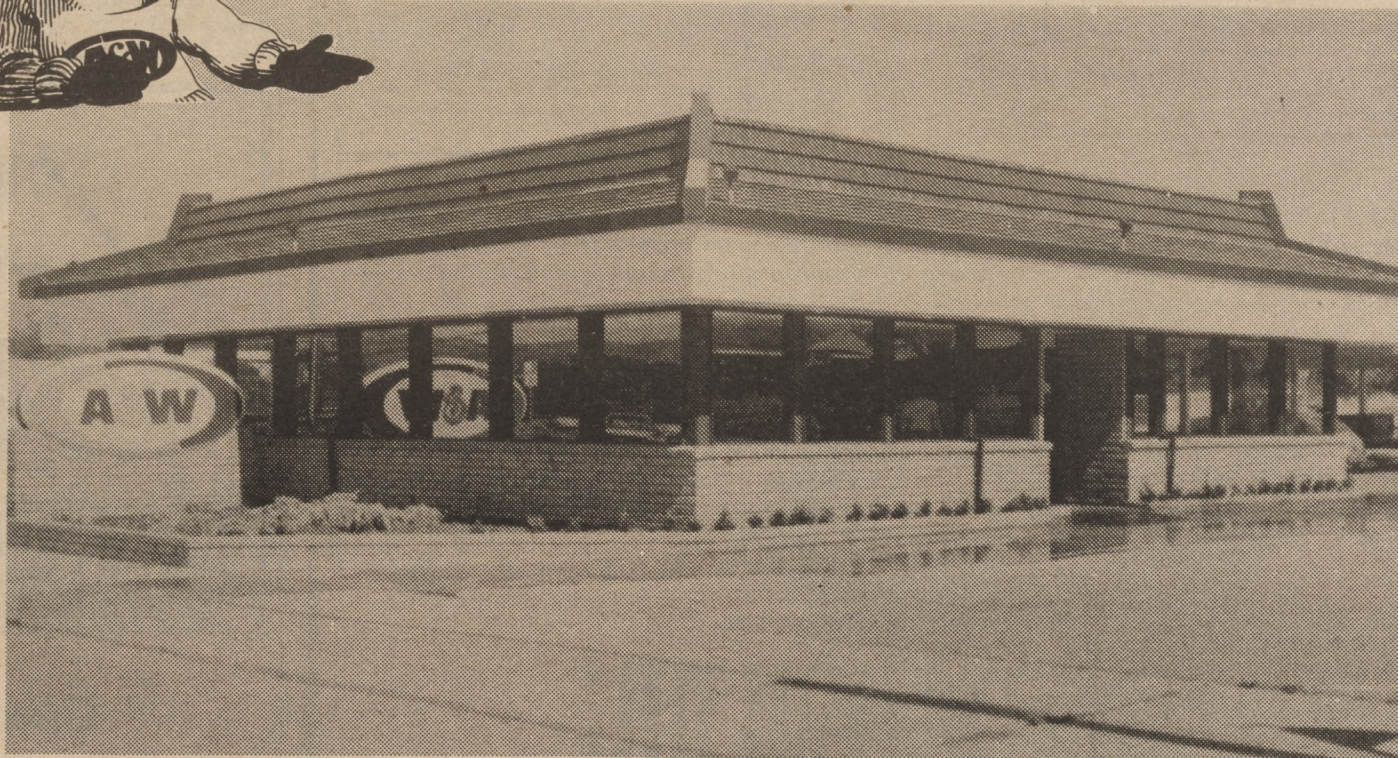
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Hanzell Vineyards

By JOHN LYNCH

There is one practice that has not changed at Hanzell Vineyards since the late Z.D. Zellerbach founded the winery in 1957.

Subsequent owners have refused to abandon Hanzell's small production, low-key, mountain mysticism approach to wine-making.

Hanzell is an exclusive. It continues to bind itself to the tradition of using just the grapes from the winery property to produce its wines. It is the only winery in Sonoma Valley that does not procure grape varieties from outside growers.

Located high above the flatlands of Sonoma and Boyes Hot Springs, the handsome two-story A-framed winery projects a somewhat majestic image in the midst of Sonoma Valley's dry summer hills.

Out of some 200 acres of property, 31 are planted in grapes, including new Bourdeaux varieties and new plantings of Chardonnay and Pinot Noir that have just come into bearing.

HOWEVER small it may seem, growth in the wine industry of late has affected the Hanzell operation.

A 1,700 square foot bottling and storage room was recently constructed adjacent to the main winery.

For the second time in six years, Hanzell has reached its "record" 1,000 cases production mark.

The popular Hanzell wines are often difficult to find, even in local stores, due to popular demand.

And, for the very first time, Hanzell will be turning out a Cabernet Sauvignon, the first non-Burgundy varietal to be made in the winery's history. (Zellerbach patterned the winery's architecture after Clos de Vougeot, a winery located in the Burgundy province of France.)

FOR YEARS, Chardonnay and Pinot Noir have made up the entire Hanzell list of wine offerings. But beginning this harvest, a Cabernet, to be experimentally blended with other Bourdeaux varieties like Merlot, Cabernet Franc, Melbec and Petite Verdot, will be produced.

"What we'll wind up with, I don't know," commented general manager and wine-maker Bob Sessions, who along with

vineyard foreman Tom Stutz, operates the winery. "It makes sense because they are late ripening varieties."



Hanzell Vineyards

Things move quickly in Hanzell's mountain environment. It is almost invariably the first winery to begin harvesting each season and up until a year ago it was a veritable war between man and bird as to who was going to get at the grapes first.

Feasting feathered thieves have been known to raise havoc in the Hanzell vineyards. But thanks to the discovery of a unique "bird netting" the problem has virtually been erased. The expensive, acrylic fiber netting known in Europe as "crylde" is draped with a great deal of difficulty over the vines, preventing birds such as linnets and starlings from getting at the berries.

"Before, it just seemed futile after a while," Sessions recalled. "They'd probably eat 50% of the crop. But with the netting, it just about eliminates the damage."

WITH THE bird problem pretty much licked, Hanzell is able to pursue its efforts at making quality wines. Chardonnay and Pinot Noir are in constant demand, said Sessions. The white wine Chardonnay is still the more popular of the two.

He agreed that there has been a boom in demand for white wines such as Gewurtztraminer and Johannisberg Riesling, as well as the highly touted Chardonnay. But he also felt that red wines will eventually match the whites in popularity. "The red wines will move over to where the white wines are and white wines won't lose any popularity," Sessions stated with a great deal of optimism. Not too long ago Pinot Noir, he noted, had a "bad reputation. But I'm amazed how it turned around now," he said.

Like every other local vintner, Sessions likes the idea of the proposed appellation, noting that Sonoma County is finally getting recognition in wine circles. "It all starts with the grapes. It's as simple as that," he explained. "Our growing conditions are as good as Napa's." He used to make wines at Napa's Mayacamas Vineyards prior to coming to Hanzell.

Hanzell Vineyards, Sessions asserted, will continue on as a small scale winery, their top end goal now set at producing a mere

Please turn to Page 17



This was The St. Paul's first owned office building, built in 1870 for \$66,000 near Saint Paul's riverfront landing. A local newspaper was much impressed by the "steam gauge and speaking tubes which enable the president to have the operations of the steam heating machinery in the basement as much under his eyes as though he were the actual engineer." The Company didn't need the entire facility and leased parts of it to other businesses.

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Hanzell Vineyards



AT HANZELL VINEYARDS
Manager Bob Sessions with netting that protects vines.

Hanzell Vineyards

Continued from Page 16

2,000 cases. "The owner likes it that way . . . the lifestyle, the setting," he said.

THE PRESENT owner is Barbara de Brye, a native of Australia, who resides in England and is married to a Frenchman, Jacques de Brye. The wealth is invested in a Canadian corporation in which she has

interests.

Doug and Mary Day and family owned and operated the winery prior to Mrs. de Brye's purchasing of the property in March of 1975. The Days bought Hanzell from the Zellerbach estate in 1965.

Tours at Hanzell Vineyards can be arranged through appointment only. Call 996-3860.



Debbie Burke, George Sutter, Walter Medeiros, Gordon Perry, Sandy Spomer, Mike Waldrop, Ron Kron.
(Not pictured, Ron Lawrence)

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Serving Sonoma Valley Since 1964

Gundlach-Bundschu Winery

By JOHN LYNCH

One of the biggest surprises in recent Sonoma Valley wine history has to be the dramatic rebirth of Vineburg's Gundlach-Bundschu Winery.

The 121-year old stone winery (the first vineyards were planted on the Rhine Farm property 124 years ago) was a mass producer of highly respected wines in the late 1800's.

Gundlach-Bundschu Wine Co. would make it through the losses caused by the phylloxera pestilence of the 1860's and the 1906 earthquake. But it couldn't beat Prohibition.

From 1919 forward, the small winery located on the side of a brushy hill in east Sonoma Valley remained dormant. Ravaged by numerous fires over the years, it seemed destined for total extinction, buried and gone forever.

BUT IT just wasn't meant to be. On Halloween night 1970, two young men -- Jim Bundschu and brother-in-law John Merritt -- were sipping wine and by the end of the evening appropriately decided to resurrect the long forgotten cobblestone winery that lay buried a short distance from their Rhine Farm homes.

They just wanted to "try and make a little wine," keep it low key and low production.

Well, nine years and several award-winning wines later, not only have Gundlach-Bundschu's products earned a fine reputation, they've also managed to wow one of the world's most highly respected wine marketing companies into handling sales and distribution. Just this spring, Chateau and Estate Wines Co., a

division of Joseph E. Seagrams and Sons, Inc., took over the marketing for Gundlach-Bundschu, the ONLY American wines that the company handles. The rest of the Chateau and Estate marketing line includes such well-known European wines as Lafite, Latour, Yquem, Trimbach, Alsation wines, as well as Champagnes from Perrier Jouet.

Bundschu, the great-grandson of co-founder Charles Bundschu, shakes his head when asked if he ever would have believed that the new Gundlach-Bundschu Winery would experience such success so relatively soon. "It's one of the most pleasurable experiences I've encountered... the thrill of growing grapes and making wine," said the 35-year old Bundschu. "There's a lot of competition. A lot of people are making real fine wines. But it's nice to be competitive and be able to love your own lifestyle."

Bundschu, Merritt and more recently, Lance Cutler of Sonoma, all share in the grape growing, wine-making operations as well as other routine chores around the Bundschu Rhine Farm. Just as it started in 1855, Gundlach-Bundschu remains a family affair.

THE LIST of wines has grown to include Sonoma (Sylvaner) Riesling, Johannisberg, Riesling, Gewurztraminer, Kleinberger, Chardonnay, Cabernet Sauvignon, Zinfandel, Pinot Noir and Merlot. Just three years ago, Gundlach-Bundschu was turning out just three wine varietals.

"We'll grow as comfortably as we can," said Bundschu, "and

Please turn to Page 19

VINTAGE FESTIVAL GREETINGS!



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Gundlach-Bundschu Winery

Continued from Page 18

stay within our limits. Grapes are the factor . . . getting good grapes."

He expects the winery will produce about 24,000 cases from this year's crop. Gundlach-Bundschu has been increasing its production by about 5,000 cases each year. The top end goal is 60,000 cases. "But we may not get there," Bundschu remarked. "We want to maintain quality."

In their first year of renewed operation, the Gundlach-Bundschu vintners turned out 750 cases.

All of the grapes for Gundlach-Bundschu wines, with the exception of Gewurztraminer, are obtained from Sonoma Valley vineyards, which includes property the winery owns near Stornetta's Dairy and Agua Caliente. Gewurz is selected from the famed Alexander Valley region near Healdsburg. That white varietal, along with "all of our red wines," said Bundschu, "are top sellers."

He believes that the white wine boom is not as overwhelming as many are led to believe. "The consumers are still drinking white wines, but the retailers are demanding red wines. I think we're going to go through a time when red wines will become just as important."

Technically, he feels, white wines are more difficult to make.

BUNDSCHU is certain that the wine industry will continue to grow, and that the potential for over-production is always there. To avoid that, he explained, the public, particularly people outside the California market, are going to have to learn about wines. As he put it, "Somebody is going to have to get the information to them. And that's a long process."

On the growers' end of it, inflation is becoming more and more one big thorn in the side. It gets more expensive to grow grapes each year.

Wine-makers, too, feel the

crunch as costs of cork, capsules, glass, barrels and machinery continue to spiral, Bundschu pointed out.

Gundlach-Bundschu's success and increased production have prompted plans for expansion. Landscaping is currently underway for a new 12,000 square foot fermentation cellar to be built directly south of the winery. It will be large enough to accommodate 60,000 cases of fermenting wine. It will be used for barrel storage and aging as well.

In 1855, San Francisco brewer Jacob Gundlach moved to Sonoma Valley and started up the Rhine Farm, along with local resident Charles Bundschu. Bundschu married Gundlach's daughter, and the two proceeded to plant some 400 acres of grapes. Julius Dresel was also a partner in the business for a short time.

DURING the 1860's, the Bacchus Club was formed there and several social events were held in an area above the winery off Thornsberry road, called Pansy Valley. Among the events was an annual fall grape harvest celebration, which eventually became known as the Vintage Festival.

The major portion of the winery was constructed in 1858, when Chinese laborers hauled in huge boulders from the surrounding hills. Wines were transported from the south Sonoma Valley area by boat and train to San Francisco where they were stored in warehouses.

The huge earthquake of 1906 destroyed much of Gundlach-Bundschu's products.

Charles Bundschu's son Walter operated the winery for a brief time before Prohibition closed the winery doors.

SO they remained, until one magic Halloween evening in 1970.

Gundlach-Bundschu Winery, located at 3775 Thornsberry rd. is open to public tastings every Friday, Saturday and Sunday from noon to 4:30 p.m.



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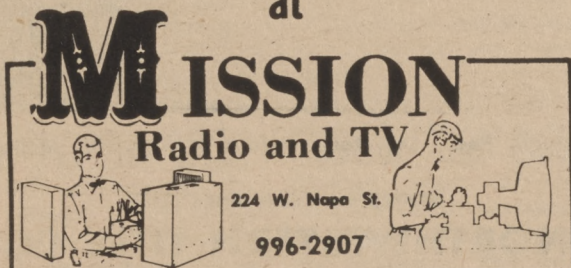
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Hacienda Wine Cellars

By CATHY SPEARNAK

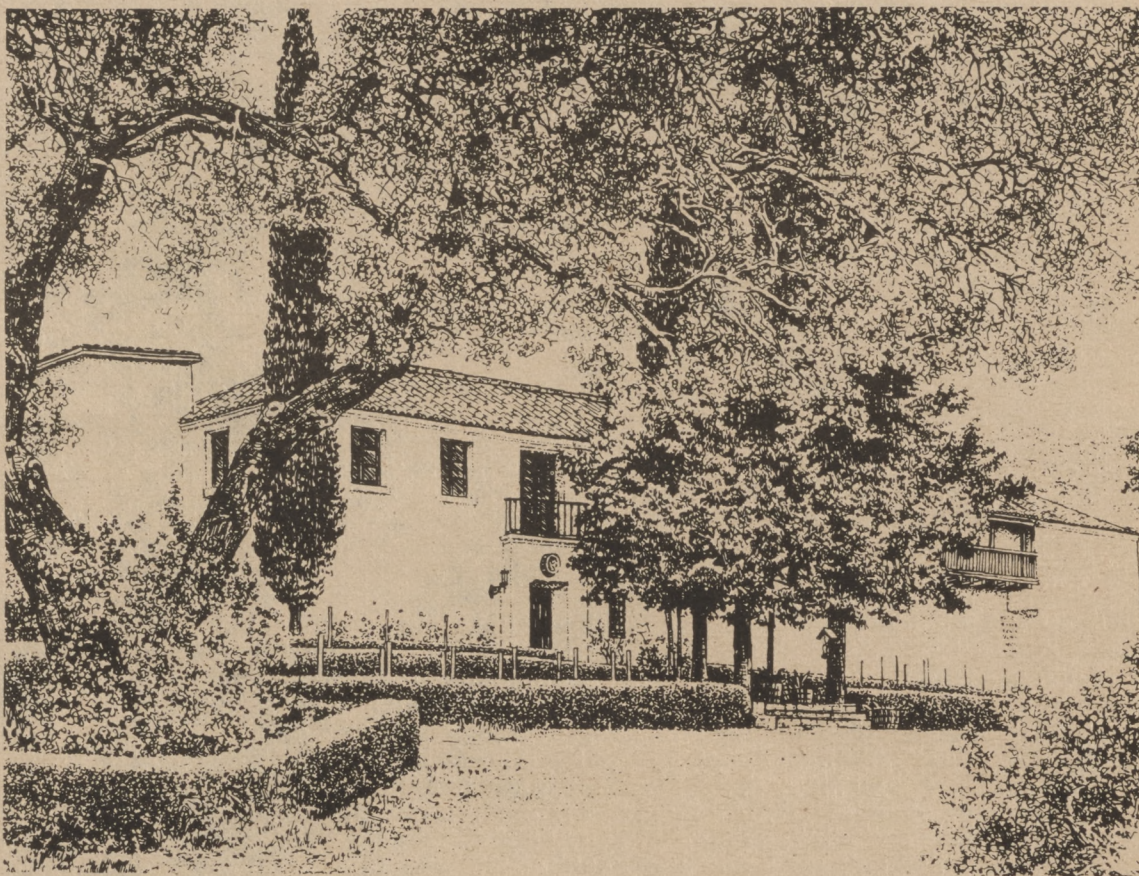
Driving up the winding dirt road to Hacienda winery, one is immediately taken by the picturesque countryside surrounding the old wine cellar. Rows and rows of grape vines weave over the hills, blanketing the area with the romantic fruit that

grows so well in Sonoma Valley.

At the top of the hill sits the winery, clean and white, surrounded by huge oaks.

The Hacienda winery itself gives much the same feeling as the landscape around it — calm beauty harboring a vital industry.

But aside from a lovely vision



Hacienda Wine Cellars

on a hillside, what makes Hacienda different from other wineries in the area?

Winemaker and general manager for Hacienda Wine

Cellars, Steve MacRostie, said he thinks the vineyards' wines stand out because they are a "personally handcrafted product."

(Sonoma), Healdsburg, Hunter Farms in Glen Ellen, Oakridge Ranch, Geyserville and the Domenchelli Vineyard.

Hacienda Wine Cellars was founded in 1973 by Frank Bartholomew, who had owned and operated nearby Buena Vista Winery for some 25 years. Hacienda is the former site of the old Sonoma Valley District Hospital. It was also at one time a rest home and several years ago, was a home for delinquent girls.

Bartholomew still owns the nearby Buena Vista Vineyards, the grapes from which all go toward the making of Hacienda wines.

Under the direction of principal stockholder and president A. Crawford Cooley, the winery is producing 10,000 cases of wine per year. MacRostie said the winery is growing slowly, with intentions of going to 20,000 cases a year.

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Please turn to Page 21

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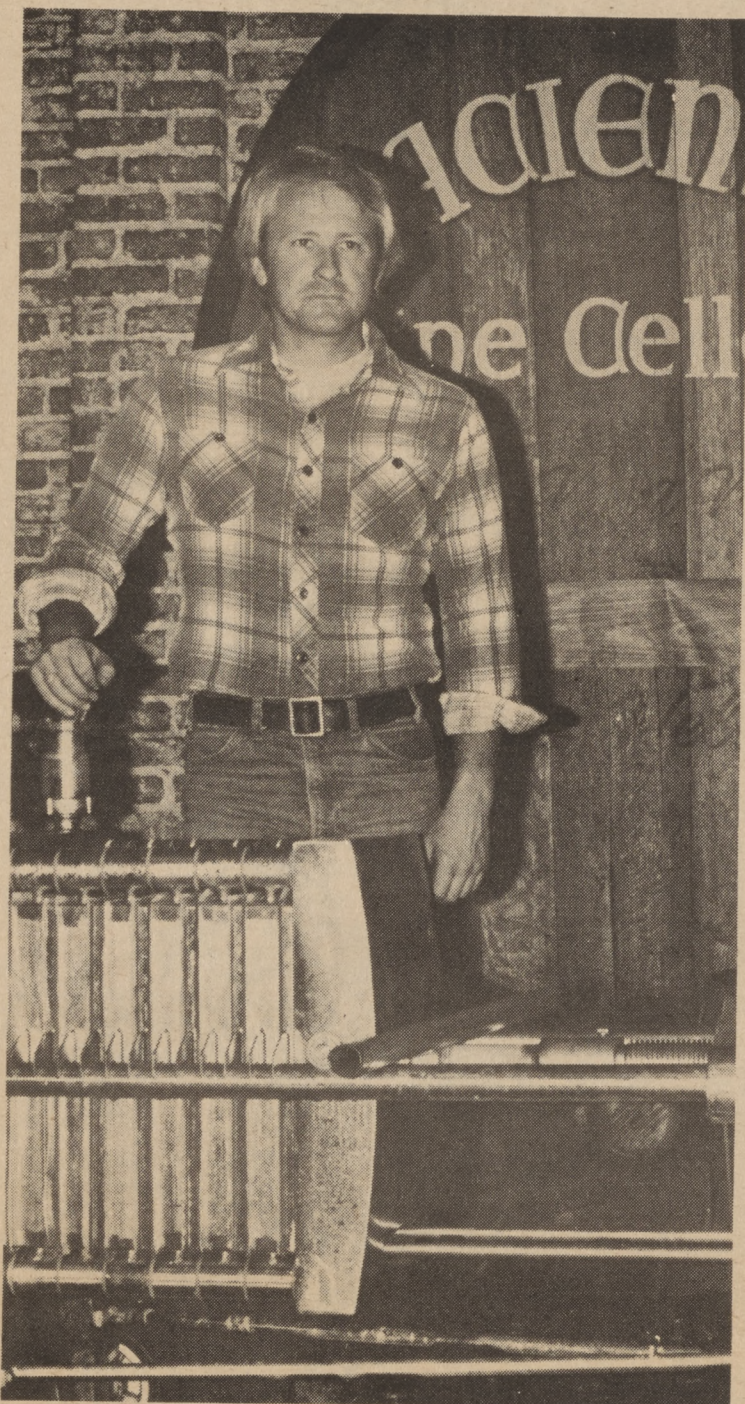


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HACIENDA WINE CELLARS
Winemaker Steve MacRostie

Hacienda Wine Cellars

Continued from Page 20

Hacienda is Chardonnay, followed by Gewurztraminer, both white wines.

Demand is good in reds, like Cabernet Sauvignon, noted MacRostie, but in terms of popularity it's hard to say what the favorite is. He said you can only go by the biggest sellers.

The winemaker's own favorite is Gewurztraminer, which he "fell in love with" when he started his study of wine at Davis.

Although the increasing popularity of wine in America might make some worry about its over-sophistication, MacRostie said he is not concerned.

"People have bought French wines to the tune of \$30 and \$40 a bottle, so I don't see why they won't spend \$8 or \$10 for our wine," he said.

TAKING ADVANTAGE of the upward trend, new wineries are cropping up almost every month. MacRostie said "wines are improving and getting better and better" because of the competition.

The American wine market is expanding on all levels, he said, leaving room for the small, exclusive "boutique" wineries, as well as the larger, higher production cellars. MacRostie said he is not worried that the current interest in wines will drop off.

"I don't think demand will

taper off . . . I'm just concerned about the number of wineries and how they'll all survive."

Competition for shelf space in liquor and grocery stores is becoming "intense" with the introduction of many new labels, he said. Yet, MacRostie doesn't think there are too many wineries now.

"It's a steady and healthily growing business."

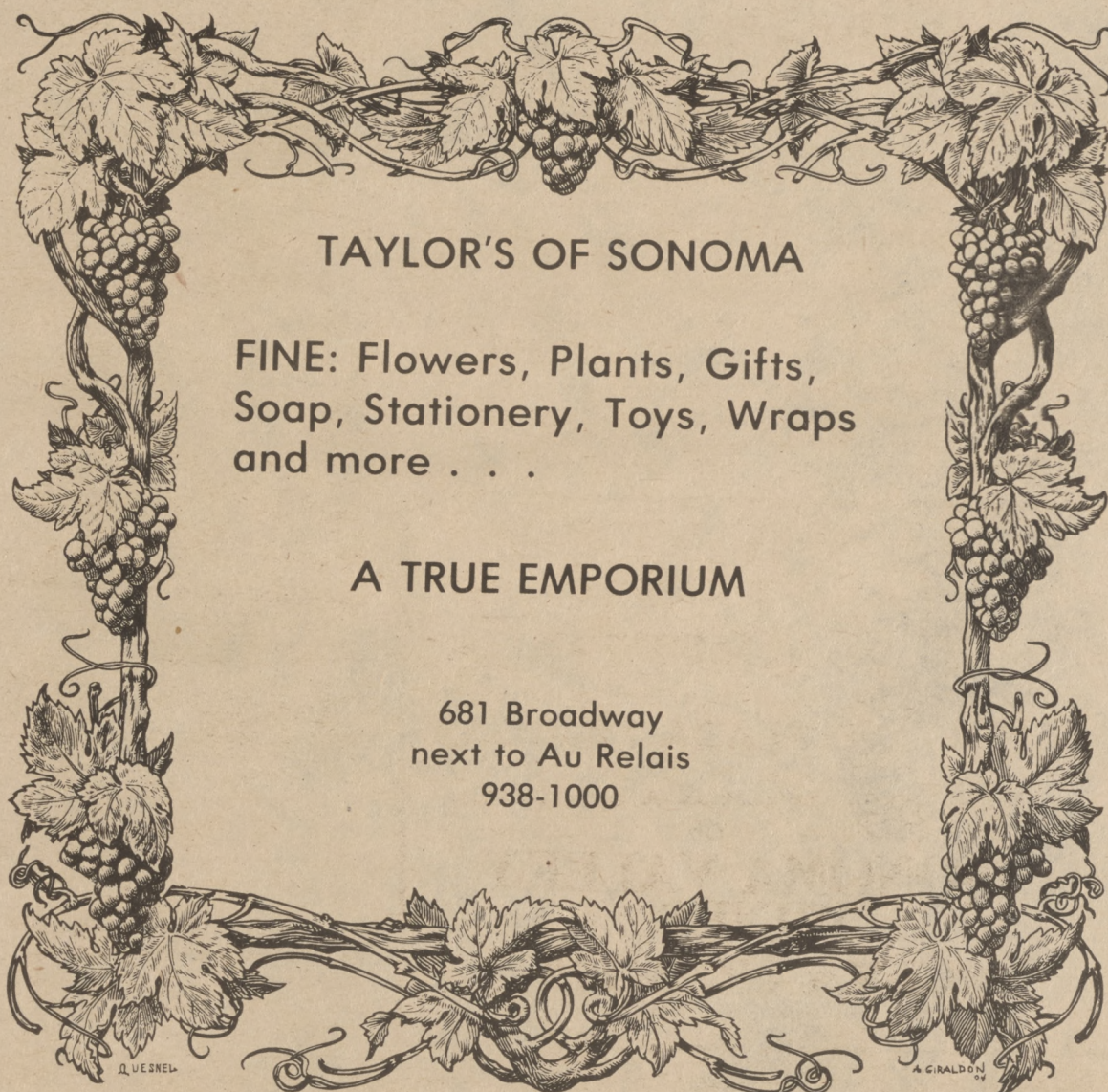
IF SALES continue to grow as they have been, it seems there will never be an overabundance of the nectar. And if there is a big future for wines, there is a rosy outlook for wineries in the Sonoma Valley.

Sonoma wines, once overshadowed by wines of the Napa Valley, are now earning a place of their own in wine circles said MacRostie.

"It's (Sonoma wine) more of a household word than it used to be," he said with a smile.

And that's good news three ways -- for Hacienda Wine Cellars, Steve MacRostie and an ever-growing wine drinking public.

Hacienda Wine Cellars are open daily from 10 a.m. to 5 p.m., except on major holidays. A tasting room offers the vineyard's wines to visitors, with a beautiful outdoor wine garden for picnickers. The winery is located at 1000 Vineyard Ln., at the end of Castle road, northeast of the Sonoma Plaza.



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HACIENDA Wine Cellars



HACASZTHY © 76

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COUNT HARASZTHY'S HEIRS
Val Haraszthy, left, and Jan Haraszthy.

J. J. Haraszthy and Son

By JOHN LYNCH

The expressions on the faces of Jan Haraszthy and his son Val, are one of dead-pan seriousness when they talk about the ghost of Charles Pagani that they insist still haunts their bonded wine cellars in the London Glen Village.

They do, however, manage a few derisive smiles when the "navigable streams" topic comes up. It is that somewhat ancient law and other factors that have prevented J. J. Haraszthy and Son operation from becoming a full-fledged winery. The threat of pollution is another obstacle.

Their bonded wine cellars operate differently from other Sonoma Valley wineries. Simply, J. J. Haraszthy and Son cannot crush or ferment their wines on the premises. They are restricted to filtering, racking and aging their products.

GRAPES for their wines must be crushed at other wineries, the "still" wine then trucked to the Glen Ellen cellars.

The "navigable waters" in question are those of Sonoma Creek, which runs, generally only when it rains, behind the London Glen Village.

Steam boats used to venture up and down during Sonoma Creek's better days. Those days are long gone. But not the "navigable waters" law, something that has become as strange and haunting as Charles Pagani's ghost.

Pagani ran a wine and spirits operation there from 1913 until his death in 1954.

Despite the inconveniences at their current site, J. J. Haraszthy and Son have still managed to turn out well-received wines. Last month, the Haraszthys were awarded a gold medal for this

Zinfandel at the big Los Angeles County Fair.

It was Agoston Haraszthy, the great-grandfather and great-great-grandfather of Jan and Val, respectively, who is credited with introducing the red variety to California in the 1850's, during which he founded Buena Vista Winery. Given their recent success, the Haraszthys apparently have not lost that golden Zinfandel touch.

"You might say we've had a switch in our game plan," commented the 32-year old Val Haraszthy. "Now, we want to be known for our Zinfandel. We feel that with our ancestry, people associate Zinfandel with the name Haraszthy." He added, "We also feel it's distinctively underpriced."

THE CHANGE in plans includes the phasing out of Pinot Noir, a red wine varietal that he says has been difficult to sell. Jan feels there is "no continuity" in the Pinot Noir style.

THE CHANGE in plans includes the phasing out of Pinot Noir, a red wine varietal that he says has been difficult to sell. Jan feels that there is "no continuity" in the Pinot Noir style.

The list of J. J. Haraszthy and Son wines includes a 1978 Gewurztraminer (Sonoma Valley), a 1978 Zinfandel, 1974 Pinot Noir and a Pinot Noir Blank. All grapes used come from Sonoma County vineyards.

Last year, the father and son team cranked out 5,000 gallons of wine. This year, they say they'll produce 5,000 gallons of Zinfandel alone. "We're getting our first custom crush this year," Val said.

In addition, the 6,000 square

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J. J. Haraszthy and Son

Continued from Page 22

foot section of the building serves as a storage area for wines from Kenwood, Grand Cru and Souverain Vineyards.

The Haraszthys like the proposed Sonoma Valley appellation idea. "We've been pretty chauvinistic about it. We want to be known as a Sonoma Valley winery."

They'd also like to have their own full-scale winery some day. "As it is now," Val stated, "We're at the mercy of custom crushing. We don't have the control we'd like."

EVEN IF they were granted a variance at the present London Glen Village site (a possibility if they hook-up to the main sewer system), the Haraszthys admit that it is just not the place for a winery. Traffic along Arnold dr. would make it difficult for trucks and other vehicles to gain access and egress. The creek poses a certain amount of concern for pollution from wine wastes (called lees, which has as much alcohol in it as wine, and thus requires a special license before it can be dumped). And as Jan put it, the complex is "just too damn-und handy."

And what about those voices out of nowhere in the dark? "We've heard him (Pagani's

ghost) singing. One night I got so freaked out I had to leave," Val remembered.

It's not just us either," Jan nodded, openly accepting his son's eerie accounts. "Others have heard him, too," he agreed.

SO IF the Haraszthys do decide to move on to a more suitable site for a regular wine-making operation, it appears that the London Glen site won't be left without a winemaker.

Joshua Chauvet purchased part of the complex, then a flour and sawmill, from General Vallejo in 1853. He added on a three-story building in 1881. Chauvet owned a great deal of land around the Glen Ellen area, including the acreages that eventually became the Jack London Ranch.

Chauvet began making wine and brandy after purchasing an Egrot distilling apparatus, which he had shipped around Cape Horn from France. In 1888, he was producing around 90,000 gallons of wine and 9,000 gallons of brandy.

Later, Pagani took over the business under the name Glen Ellen Winery and Distillery, Inc. He produced wines bearing three different labels -- A. Pagani, Glen Ellen and Glen Hills. His brother, Louis C. Pagani, ran the operation for a brief period of time after Charles' death in 1954.



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Kenwood Vineyards

Kenwood Vineyards

By JOHN LYNCH

Kenwood Vineyards has been reeling off a string of record-breaking achievements these days.

Recently, Kenwood has been selling some 40,000 cases of wine a year. A record. Sales are up almost 25% after last year, another record.

Last season, Kenwood crushed 620 tons of grapes. A record. This year, Kenwood wine-makers expect to kick it up to 700 tons.

Add those figures to other new and upcoming developments at the winery -- a 20,000 square foot warehouse (for offices, storage, bottling), a \$60,000 bottling line, an irrigation and frost control reservoir, expanded parking facilities, a horseshoe shaped access and egress road, and the addition of 15 acres of new Johannisberg Riesling vines on the property -- one might say that Kenwood is in the midst of a growth spurt.

But general manager and winemaker Mike Lee is quick to point out that Kenwood is just as intent on maintaining its policy of top quality wine-making. "We really don't want to get any bigger than this," said the 35-year old Lee. "We'll stay at about 40,000 cases to help keep good quality."

KENWOOD produces a Chenin Blanc, Johannisberg Riesling, Pinot Noir, Zinfandel, Cabernet Sauvignon, and more recently, have begun channeling more and more wine-making efforts towards producing Pinot Chardonnay.

The emphasis on that top white varietal reflects somewhat of a change in Kenwood's red wine vs. white wine preference. Lee explained, "We used to be about a 20% white wine winery and 80%

red. Now we're about 40% white. The gap is closing a little. But I think we'll still always make a little more red."

He pointed out that Kenwood sells more Zinfandel than any other varietal. "And it's my favorite, too," he remarked. Despite the increased popularity of white wines, Lee sees red varietals as "continuing to be number one."

The majority of the grape varieties used to make Kenwood wines come from Sonoma Valley. The winery obtains grapes from 12 valley growers. Kenwood leases three ranches in the valley for the purpose of securing its popular Zinfandel grapes alone.

As a result, Kenwood has already been regularly using the Sonoma Valley appellation on its labels. "We're really in favor of it (appellation)," said Lee. "Areas like this should be separated. I think people will find that some varieties grow here better than in any other place."

WITH NEW wineries and vineyards popping up in California seemingly every day, it has been speculated that someday vintners will be left with an overabundance of wine in their cellars that they cannot sell. "It's possible," Lee commented. They say there might be a grape glut (supply bigger than demand). With the economy the way it is, it's a concern. But since the wine thing took off, everything has gone pretty damn smoothly. I certainly don't see the market drying up."

Wine prices, he admitted, could very well continue to climb steadily.

Some natives of the valley better remember the Kenwood operation as Pagani Brothers

Please turn to Page 25

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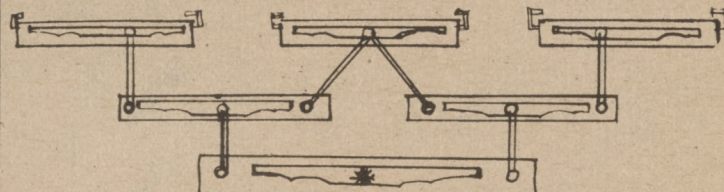
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THE NEW \$60,000 BOTTLING LINE
At Kenwood Vineyards

Kenwood Vineyards

Continued from Page 24

Winery. The winery (the original structure continues to house the tasting room and some aging barrels today) was constructed in 1906 after Italian immigrants John and Amadeo Pagani bought the property in 1900.

Prohibition shut down operations there before their son, Julio, resumed the wine-making activities in 1933, upon repeal of the law. People still vividly recall visiting the tiny, wood-framed winery, where the genial Pagani would pour samples of his fine red and white "jug" wines in paper cups.

AT THE TIME of his death in April 1969, Pagani was producing some 180,000 gallons of wine, mostly Burgundy and Chablis.

The Lee family -- Martin and sons Marty and Mike, John Sheela and Neil Knott -- then purchased the winery and resorted to bottling wines primarily in fifths as opposed to Pagani's gallon and half-gallon jugs.

Located off Hwy. 12 in Kenwood, the winery is open daily for tastings and tours.

Dramatic influx of small wineries

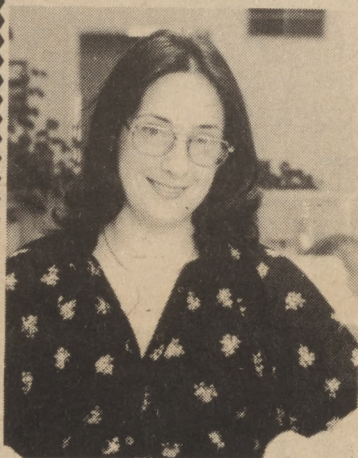
WINE INSTITUTE President John De Luca declared there has been a "dramatic" influx of small wineries into the trade association since October 1975. Out of 138 wineries that joined

during that period, 133 were small. Wine institute represents 299 wineries that account for more than 95% of the commercial wineries in California.



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Sebastiani Vineyards

By ROBERT M. LYNCH

Sebastiani Vineyards, known just 10 short years ago as "our little winery down the street," is today recognized as California's fastest-growing winery.

As a matter of fact, it has been growing at a rate of 50% annually since 1952, based on case output.

What makes the phenomenal growth even more impressive is that it is still a "family operation," one of the few "name" wineries which has resisted the lure of big bucks dangled by millionaire buyers including major U.S. corporations with a variety of interests.

The "roots" winery where in 1904 the late Samuele Sebastiani produced his first vintage is actually still an integral part of the present complex. It was the old Milani Winery on Fourth street east, located directly behind the present Sebastiani tasting room.

From that modest beginning, the Sebastiani Vineyards' operation in Sonoma has expanded greatly in recent years -- and is in dire need of expanding much more to cope with the demand for its wines which today can be found in all 50 states.

The winery's desired expansion and need for increased manufacturing, storage, loading,

laboratory, office and customer parking space have recently been the subject of an agonizing and frustrating civic issue in which a five-year plan requested by the City of Sonoma has been turned down by city officials following a series of studies and public hearings.

The denial was upheld by the City Council, despite a substantial offer of compromise as to space requirements by owner August Sebastiani and associates.

Major objection to the five-year expansion plan was centered about the additional truck traffic it could generate, particularly in the residential areas of the community.

Meanwhile Sebastiani Vineyards keeps very much in operation at the same old Fourth street east stand, greeting hundreds of visitors weekly in the attractive tasting rooms and cool, fragrant winery where friendly guides conduct tours each day.

SAMUELE SEBASTIANI, the founder, came to the U.S. in about 1895 when he was 21 years old from his native Tuscany. He worked for awhile in the artichoke fields in Colma near South San Francisco, and when he came to Sonoma quarried cob-

blestones for the streets of San Francisco from the foothills behind town.

Wine-making was a skill he had learned from monks in a

monastery located in his Tuscany village. In the beginning here, he would barter or trade his wine for other necessities. Soon people were asking to buy his wines

--made in a large redwood barrel which has since become a display in front of the aging cellars on

Please turn to Page 27



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Sebastiani Vineyards

Continued from Page 26
Fourth street.

When the wine was ready, Samuele Sebastiani filled the barrels, loaded them on a wagon, hitched up his horse and delivered the wine to stores and even individual families. Customers would come to the stores with their pitchers and draw wine from the barrels.

IN THE 1920's and early 1930's, Sebastiani felt the need to diversify and built a cannery for peaches and pears, constructed rental homes, a roller skating rink (where Food City is today), Sebastiani Theatre, motel and bowling alley.

The motel complex is presently known as the Gitti apartments on W. Napa st. (behind and next to

the L & N Doughnut shop). The former bowling alley site is now occupied by Cal-Gas and Sonoma Auto Parts.

When prohibition came, these other pursuits enabled Samuele Sebastiani to escape the severe losses suffered by non-diversified winemakers. He also had developed outlets for his bulk wine which was sold for

sacramental and medicinal purposes, with New York as the basic market during the prohibition period.

August Sebastiani was attending the University of San Francisco when he decided to join his father in the wine business in 1934. His education had provided him with some sales and distribution ideas, and with Prohibition at an end he talked his father into utilizing his talents.

August first established outlets in San Francisco. He would go to places in North Beach, let them sample the wine, and sell it. At that time there was little or no bottling of wines as we know it today. Most was sold in barrels or by tank cars or truck -- and the purchaser would bottle them as Sebastiani wine.

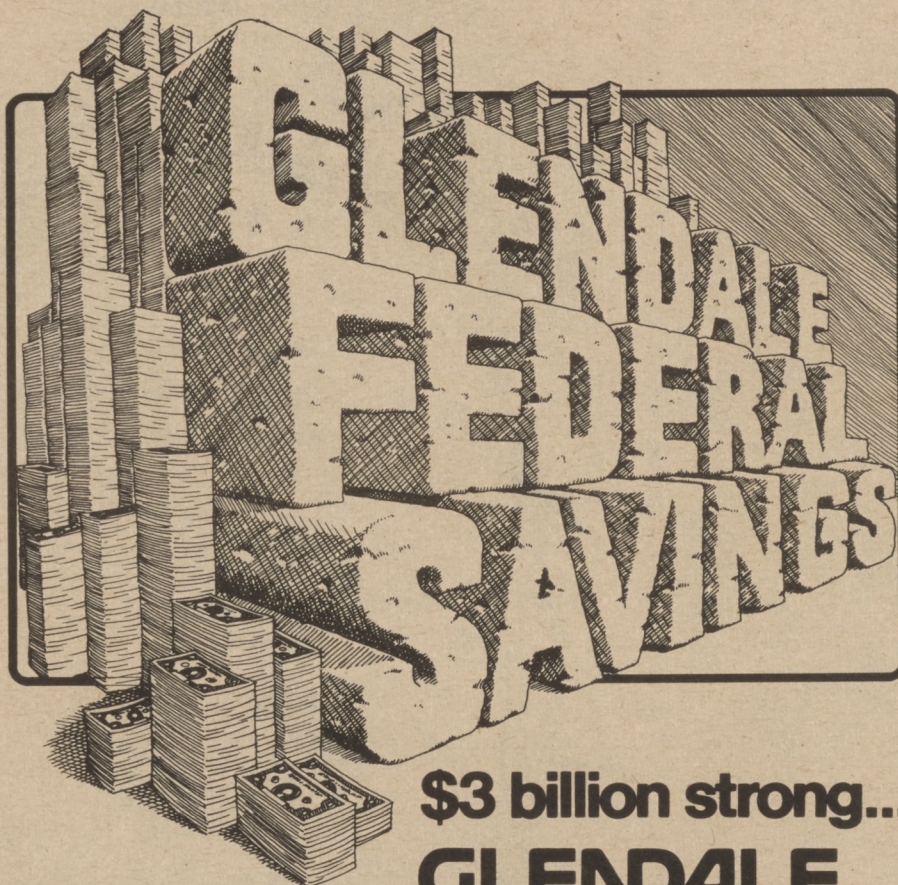
There were dozens of wineries in San Francisco which bottled

Please turn to Page 28



FAMILY AFFAIR -- Sam and Don Sebastiani, left, discuss the current grape crop with their father, August Sebastiani, head of Sebastiani Vineyards. August joined his late father, Samuele Sebastiani, in the wine business here in 1934 after attending the University of San Francisco. Young Sam is a

graduate of the University of Santa Clara, and Don received his degree from the University of San Francisco. Both play key roles in the operation of Sebastiani Vineyards, as does Dick Cuneo, August's son-in-law.



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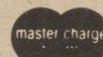
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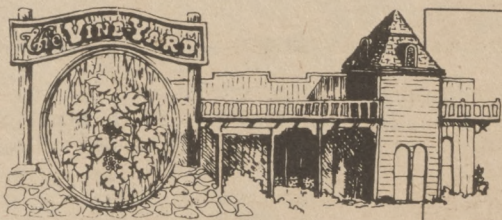
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Sebastiani Vineyards

Continued from Page 27

the bulk wines for the restaurants or for the use of mostly those of Italian, French or other European extraction who were the key consumers of the so-called "dry" wines.

EVEN IN THE 1940's, dry table wines had not "caught on" with the public in general. Wines consumed then by a relatively small percentage of the U.S. public were mostly the dessert or sweet varieties -- sherry and muscatel.

At Sebastiani Winery, hand bottling did not actually come into being until the early 1950s. Customers would come to the winery, sample some of the bulk products, then wait to have it bottled -- with cork or screw cap on top.

Don Sebastiani, active with his father, August, and brother Sam

and brother-in-law Dick Cuneo in the family business, notes that the general public was still in the dark about wines well into the 1950's. Polls taken then indicated people thought wine was either for skid row bums (the sweet varietal) or the very rich (the imported European premium wines.)

Sebastiani, along with other California wineries, then began a concentrated bottling program, using white, glossy labels. Growth was immediately experienced and into the 1960's people were becoming more and more knowledgeable about wines, and began taking notice of the California labels like Sebastiani.

The red wines, such as Cabernet Sauvignon and Pinot

Please turn to Page 29



FAMILY PATRIARCH
The late Samuele Sebastiani

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Sebastiani Vineyards

Continued from Page 28

Noir, had a European sound and caught their fancy. Labeling became important, and white wines became a factor in the middle and late 1960's with Chenin Blanc, Johannisberg Riesling, Pinot Chardonnay, Traminer and Green Hungarian included in the "catching on" Sebastiani products.

"The market we know today did not really start till 1969 or 70," Don Sebastiani related. "It was then that jug wines really opened up things, and people began to think of wine as another food like bread or meat or vegetables."

Don said that the people began to "shop" for wines, and that the consumption in California alone doubled. At 2.5 gallons per capita today, U.S. wine consumption is still 10 times below that of European countries like Italy, France and Germany.

DON FIRMLY believes that Sebastiani and other wineries are aiding society by putting wine on American tables as a food, rather than an alcoholic beverage.

"As consumption of wine gets more broadly based, up to four or five gallons per capita, contrary to what critics say, the abuse of wine will wane," Don claims.

"It will become less mysterious and more of a delicious food," said the young USF graduate who heads the Sebastiani public relations staff.

"Snobbism is waning, too," he said. "Many consumers have become students of wines and know as much about the product served as the sommelier or wine merchant -- which is very good for the industry."

Don sees nothing but continued growth ahead for Sebastiani Vineyards, as well as the industry as a whole, and general success for the other quality wineries located in the Sonoma Valley.

Sebastiani Vineyards, Don feels, has something for everyone, and is diversified enough in its products that a fickle public can be catered to no matter what its preference be.

WHILE PRAISING the smaller wineries of the valley, Don points out that Sebastiani's growth has actually enabled it to produce wine of higher quality, noting that its products can be tested more acutely at all levels.

"One of the benefits of being

big is that it allows us to take our proprietor reserve wines (the finest selection from each vintage) and allow them to properly age before they are released."

"Take our 1972 Cabernet Sauvignon which was released this year. It reached its true flavor quality in April. It should not have gone on the market at two years old or even five years old. Had we been a small operation, we would have released it too soon," Don explained.

Being large also allows Sebastiani to have a half dozen specialists in wine-making on the staff, provide more cooperation in different sizes and to be diversified enough to cope with demands of the moment.

A major factor of the Sebastiani growth phenomenon has been due to the so-called "jug wine" demand. Jug wines, which were pioneered successfully in California by Sebastiani, are described as those bottles larger than the conventional fifth size.

WHILE SEBASTIANI hopes to continue to put out the jug wines at a reasonable price, Don sees the public getting more excited about the finer and more expensive wines -- "And this will be good for all of our Sonoma Valley wineries," he exclaimed.

"They're more and more appreciating all the nuances about fine wines -- the fruity and woody flavors, the bouquets. They're helping to put Sonoma Valley on the wine map of the nation even more," said the young wineman.

Don says that his father, August, agrees that the small so-called "Boutique" wineries here are helping the larger ones.

"Our boutique wineries have got people in fancy restaurants all over talking about the north coast counties of California -- and Sonoma is at the heart of that."

"We are blessed by God -- climate, soil and the brains of people who produce not just one, but many varieties of great wine up the European winemakers in the Rhine Valley and Bordeaux."

"Because Sonoma Valley can produce so many wines so well, we could eventually have the finest wine-growing region in the world, bar none. For that, I give the boutique wineries 90% of the credit," Don Sebastiani exclaimed.

SEBASTIANI SAID that the wine industry has been hurt less

by inflation than many others, noting that price increases have been generally moderate. "The consumers really control the price market," he said, with the departure of the fair trade laws in California.

As to their most popular wine, Don said that of them all, the 1.5 liter size of Sebastiani Mountain Chablis leads in all sales. Among the vintage varietals the most popular wine is Pinot Noir Blanc, the novel "Eye of the Swan" color and label adding to an appealing taste.

While the demand for white wines remains higher than for reds, there is a movement toward

the lighter, "chillable" reds such as Gamays and fruitier Zinfandels, Don noted.

At their new Wilson ranch vineyards, Sebastiani is planting Zinfandels. Last year at the Green Acres vineyards, they planted Sauvignon Blanc, Traminer and Chardonnay grapes.

Sebastiani, the former "little winery down the street," is not only one of California's fastest-growing wineries, but is also probably one of the biggest and best-known family-owned wineries in all of the United States.

Last year it sold 2.4 million cases of wine, or an estimated six

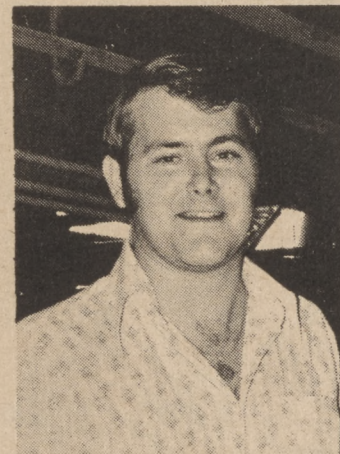
million gallons.

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Valley of the Moon Winery



By SANDY SANDERS

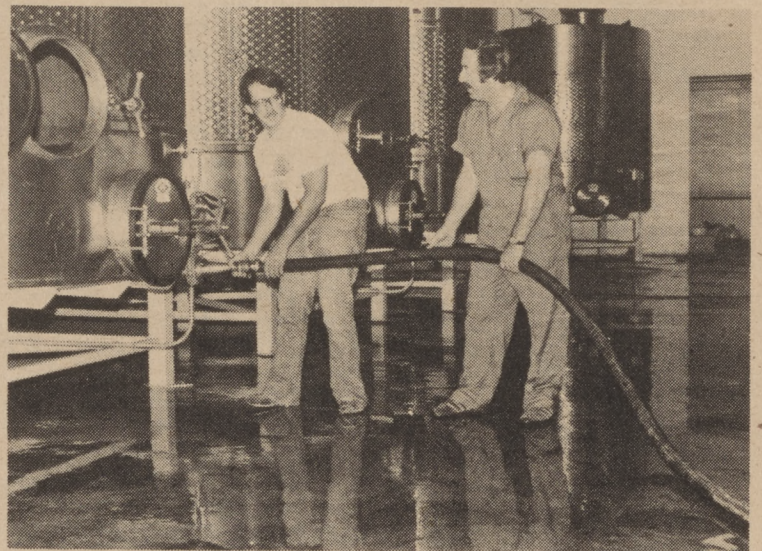
Valley of the Moon Winery, like other wineries in Sonoma Valley, continues to increase its production of wines every year.

This 1979 season, an estimated 140,000 to 145,000 gallons will be produced at the winery, located on the banks of Sonoma Creek off Madrone rd. in Glen Ellen. That's an increase of about 40% over the last two years.

The property, which was known for many years as Madrone Vineyards, passed through many hands before it was purchased by Enrico Parducci in 1941. Today, nearly 40 years later, Parducci still owns the establishment, which is managed by his son, Harry Parducci, and his grandson, Harry Parducci, jr.

Valley of the Moon's best-

Please turn to Page 31



VALLEY OF THE MOON WINERY
Harry Parducci, right, and son, Harry, Jr.

Valley of the Moon Winery

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Valley of the Moon Winery

Continued from Page 30

selling "private stock" or bulk wine is Chablis, which Harry Parducci Sr. noted is used by many restaurants. French Colombard, Pinot Noir and Zinfandel top the list of sellers among its fifths.

Other wines produced by the winery are Semillon, Burgundy, Claret, Vin Rose, Zinfandel Rose and Zinfandel Rose Dry. Also in-

cluded in its line are wines which the Parduccis buy, then age and bottle at the winery: Port, Tawny Port, Tokay, Muscatel, Sherry and Cream Sherry.

The Parduccis, who last year added stainless steel fermenters to their business, plan to add glass and wine storage space within the next two years.

Although some observers speculate that rising prices will eventually be a bane to the wine

industry, Parducci Jr. commented that this winery has avoided some of the sophisticated

technology that causes wine prices to rise.

Valley of the Moon wine is

distributed in Oregon, as well as California, from Ukiah to Los Angeles.



HARRY PARDUCCI, owner of Valley of the Moon Winery, took over the operation from his father, Enrico Parducci, back in 1955. Civil War veteran and former American consul Eli T. Sheppard established the winery and planted the vineyards in the 1880s. Sheppard subsequently sold the property to Senator George Hearst.

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Valley of the Moon Winery, owned and operated by the Parducci family since 1941, is located between Sonoma and Glen Ellen in an area which has been described as one of the finest grape-growing sections in the State of California. Situated on Madrone Road, beside the Sonoma Creek, the historic vineyards have witnessed a colorful past. We welcome you to be our guest at our Winery and Tasting Room which is open to the public from 10:00 a.m. to 5:00 p.m. daily — except Thursdays.

Originally a portion of the Auga Caliente Rancho granted by the Mexican Government to Lazaro Pena, the land was purchased by General M. G. Vallejo and later 640 acres were given to his children's music teacher in exchange for their piano lessons. In 1851, Joseph Hooker took over this portion of the Ranch and planted a vineyard using Indian or Chinese labor. He was also appointed road-overseer for Sonoma County and ran for the State Assembly. However, at the outbreak of the Civil War, he sold his property and left Sonoma for the East. There he gained fame as "Fighting Joe Hooker" of the Union Army.

In 1876, under the ownership of George Whitman, the vineyard produced 50,000 gallons of wine and 2,000 gallons of brandy. Later, he deeded a portion of the property to the Sonoma and Santa Rosa Railroad for right-of-way for a track to connect Sonoma and Glen Ellen. A station was constructed at the Whitman's for passengers and freight. People, wine and produce could go from this station all the way to San Francisco with a few connections.

Eli T. Sheppard, former American consul to Tientsin, China and later an advisor in International Law to the Japanese Emperor, bought the property in 1883 and named it Madrone Vineyards. He added French vines to the vineyard and was written up in several books of that time as one of the growers whose names are almost as well known as the wines of Sonoma themselves. He is also recorded as one of the winemakers of the Sonoma Valley. Because of poor health, he sold the vineyard to United States Senator George Hearst and retired to San Francisco in 1888.

Senator Hearst became well known for the fine wines that were produced from his Sonoma vineyard. He added Medoc and Gironda grapes to the vineyard and used two stone wine cellars that together could hold 244,000 gallons of wine. His vineyard was described as one of the finest in the State, and he proudly served his own wines and brandy to his guests in Washington, D.C. Unfortunately, after Senator Hearst's death, the vineyards and winery were sold and they changed hands many times until 1922.

In 1922, Louis Engelberg purchased the Madrone Vineyards. He operated the vineyards through the prohibition and depression years, although the winery was not in operation. Engelberg sold the grapes from the vineyards to other wineries and maintained the high quality expected from Madrone Vineyards.

When Enrico Parducci purchased Madrone Vineyards in 1941, the winery had fallen into disuse. However, they were able to start production in 1942. Since then, Valley of the Moon Winery has been well known for their quality bulk wines: Semillon, Chablis, Vin Rose, Claret, Burgundy, and Zinfandel. In 1974, under the management of Harry Parducci, Enrico's son, Valley of the Moon Winery introduced their 100% Sonoma Valley varietals. These wines, which are 100% of the grape variety named on the label include: French Colombard, Semillon, Zinfandel, and Pinot Noir. These wines are made with grapes from their own vineyards under the supervision of Otto Toschi, winemaker at Valley of the Moon Winery for over thirty years.

We hope you enjoy your visit to the historic landmarks of the Sonoma Valley and especially your visit to the Valley of the Moon Winery.

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ZD Winery

By JOHN LYNCH

ZD Winery is moving its operation to Napa Valley and Mr. Z. Gino Zepponi, admits that it was a hard decision to make.

ZD simply outgrew its miniscule, backyard operation at Burndale rd. When a suitable alternative site could not be found in Sonoma valley, the Zepponi and Norm deLeuze families decided to seek greener pastures in the neighboring Napa Valley.

They succeeded. A spot along the Silverado Trail near Rutherford was secured, work on the new winery commenced, and the crew at ZD is expected to crush grapes for the first time in the new complex this harvest season.

"It was a difficult decision," Zepponi said, "because, number one, we feel the wine-makers in Sonoma Valley are an outstanding bunch of guys. And, secondly, because Sonoma Valley has a tremendous amount of potential. It's already a fine wine-making area. But it's going to get a lot more famous."

ZD will continue to make its wines in the same small, low-key atmosphere that it did on the Ed Bacher property here in Sonoma. "We really can't get into the architectural expression of it. It will be the very austere ZD approach," Zepponi asserted.

THE NEW building will contain 6,000 square feet of space that will accommodate 4,000 French and American oak barrels. "It's still a small family winery," he insisted.

Indeed, Zepponi's 24-year old daughter Linda is an oenologist at Kenwood's Chateau St. Jean winery. Son David, 21, is involved in marketing wines for Beringer Winery. deLeuze's son, Robert, is the ZD cellarmaster.

Norm himself is now a full-time assistant wine-maker at ZD, having given up his engineering job to donate all of his energies to the operation. It has been a relief to Zepponi, who also holds down the positions of corporal vice-president and director of operations at the beautiful, luxurious Domaine Chandon sparkling wine cellars near Calistoga.

In addition to their steady jobs, all family members donate their talents to the making of ZD

wines, as well. "We're all still down there, working away on weekends just like we always have," Zepponi said.

When ZD became a bonded winery in 1969, he recalls how people "thought we were crazy. But, it was just something we wanted to do."

NOW, they're happy they followed through with it.

They continue to produce their much in demand Chardonnay and Pinot Noir varietals. Last year, ZD turned out some 16,000 gallons of wine, the most that winery has ever produced. This year, they'll go even higher. ZD also bottles Merlot, Cabernet Sauvignon and a Santa Barbara grown Gewurztraminer.

ZD takes credit for being the first winery to introduce back labels on bottles, that indicate sugar and acid levels in the wine, as well as provide other information.

While for several years, Napa Valley has had a fine reputation for producing quality wines, vintners there still see the need for some of the same changes sought by Sonoma wine makers.

Chief among them is the quest for appellation legislation, and Zepponi had nothing but praise for the Sonoma Valley Vintners' Association's efforts in the project. "John (Merritt of Gundlach-Bundschu Winery) and the committee have done an absolutely outstanding job. I think they're doing a fine job in defining a region that is definitely definable."

NAPA VALLEY got a headstart over other Northern California wine regions, Zepponi believed, because during the post-Prohibition era, winemen there did a better job of promoting their products.

"Sonoma (County) was more into meeting the demand for the jug wine consumer," he explained.

But, he feels that through the efforts of such organizations as the SVVA, a new era of wine-making has already begun in Sonoma.

"The main thing is don't compromise quality. You've got to keep the quality in the bottle."



THE VINES OF ZD WINERY
Gino Zepponi making inspection

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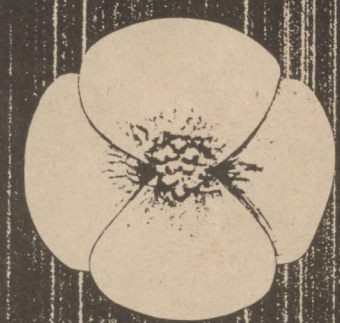
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Kohler and Frohling among valley's early vintners

By DONALD NELSON
EDWARDS

What do Jenny Lind, Jack London and the San Francisco Transamerica Pyramid have in common?



JACK LONDON

All relate to two German immigrants, Charles Kohler and John Frohling, who created one of California's premier wine marketing businesses.

The ruins of their Tokay Vineyards Winery stand close to Jack London's cottage, scene of the author's writing and death, and only a short distance from the Jack London State Historic Park. The pair had their wine business in San Francisco's famed Montgomery Building, today the site of the Transamerica Pyramid.

KOHLER AND FROHLING fled their German homeland after the 1848 revolution. The 20-year-old Kohler arrived in New York with a sound musical education and became an accompanist for Swedish songstress Jenny Lind.

Upon his landing in San Fran-

cisco in 1852, Kohler teamed up with fellow musician John Frohling and soon established California's first wine marketing business.

Kohler and Frohling played Mozart, Haydn and Beethoven at night to crowds of rough miners and waterfront toughs to cut the losses their infant wine business incurred daily. Too poor to afford

a horse and wagon, Kohler personally delivered wine in a basket on his arm.

With other San Francisco German immigrants, the two journeyed to the wilds of southern California to found Anaheim, the first American settlement in Orange County. The Anaheim Cooperative resulted, a viticultural venture with utopian

and humanitarian socialism trappings, whose profitable vineyards yielded wine stored by Kohler and Frohling in the Los Angeles City Hall.

BY 1860 the partners had succeeded so well that a branch office was opened in New York -- California wines were drunk in Europe, South America, China

and Australia, thanks to the enterprising Germans.

Two years later, their firm occupied ten aging cellars in the "Monkey Block" -- the Montgomery Building -- where Silver Kings, Comstock Millionaires and Railroad Barons rubbed shoulders with Mark Twain, Lot-

Please turn to Page 34



"Good Wine Is a
Good Familiar
Creature . . ."

Shakespeare

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Kohler and Frohling

Continued from Page 33

ta Crabtree and Robert Louis Stevenson.

In 1862 Frohling died. Kohler ran the business alone, while playing a prominent part in rallying California's German popula-

tion to the Union cause.

His other civic efforts included serving as an original incorporator and director of San Francisco's cable car system, as a director of the San Francisco Public Library and as a member

of the City's Board of Education.

KOHLER HAD BEEN buying Sonoma Valley grapes since 1859 and sought to buy a local vineyard. In July of 1873, he purchased a small Glen Ellen winery

and cottage at the foot of Sonoma Mountain from Jackson Temple, later a State Supreme Court justice. Called the Tokay Vineyards, the winery eventually was surrounded with 800 acres, 150 of which were planted in Mission, Zinfandel, Muscat, Rose of

Peru, Golden Chasselas and Reisling grapes.

Chinese laborers worked the vineyards and quarried local stone, from which they built the winery buildings. Between 1873

Please turn to Page 35

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BEHIND EL DORADO

Kohler and Frohling

Continued from Page 34

and 1879, a two-story winery building, 56 by 96 feet, was constructed -- the lower story of stone, the upper story of wood. The winery's capacity was 200,000 gallons.

In 1884 a building for making sherry was erected; four years later a distillery was added. Besides these winery buildings, Tokay Vineyards had a cooperage, a superintendent's house, an office and quarters for the workmen. Like other contemporary wineries, grapes were crushed on the top floor and the grape juice, drawn by gravity, fermented in the lower story.

Tokay Vineyards became noted for its sherry, dry and sweet wines. When Charles Kohler died in 1887, his estate included California's largest wine distributing firm, Tokay Vineyards, the Anaheim vineyards and shares in the Italian Swiss Colony at Asti.

JUST AS KOHLER had been one of the first vintners to replace phylloxera stricken vines with resistant ones, so his heirs used the might of the firm to improve the general standard of wine-making and to stabilize grape prices. The resultant effort became the California Wine Association.

The Tokay Vineyards, winery buildings excepted, were sold in May of 1895 to Joshua Chavet,

pioneer Glen Ellen vintner and developer of the town. The California Wine Association continued to run the winery and then removed the machinery to a Windsor winery.

The 1906 earthquake damaged the original winery building. Portions of the Tokay Vineyards were sold to Jack London in 1910-11. London, and his second wife, Charmian, moved into the winery cottage in 1911 and the author did much of his writing there.

The restored massive winery building served as a residence for Jack's numerous guests and workmen on the Beauty Ranch. The sherry building housed London's English Shire horses, while the distillery was used for storage.

On November 22, 1916 Jack London died. London's nephew, Irving Shepard, managed the Beauty Ranch, while several members of the Shepard family lived in the cottage and in the Kohler and Frohling Winery building. Twenty rooms of the wooden portion of the winery were destroyed in a Sept. 13, 1965 fire.

The three Kohler and Frohling Winery buildings, along with Jack London's cottage, his pigery, manure pit, horse barn and twin silos, have been acquired by the state and will be opened in the near future to the public.



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Matanzas Creek Winery

By BECKY GOEHRING

Nestled beneath Bennett Peak in the midst of the serene Bennett Valley lies a small, unassuming winery called Matanzas Creek. Owned by Sandra Steiner, the winery bottled its first vintage wines in 1978 -- under the watch-

ful eye of winemaker Merry Edwards.

The winery bottled six red wines -- Chardonnay, Pinot Noir, Cabernet and Merlo and also experimented with two white varietals, a Pinot Noir Blanc and Gewurztraminer. It plans to try a

Semillion this year.

Edwards, 32, is a UC Davis graduate with a master's degree in enology who spent four years as a winemaker for the Mt. Eden Vineyards in Saratoga. She moved to the Sonoma Valley in 1977 and was introduced to Sandra



Sandra Steiner (top) owns Matanzas Creek Winery and Merry Edwards is the winemaker at the fledgling winery which is located in Bennett Valley.



Valley of the Moon Garden Club

Sonoma Community Center

1 1/2 blocks east of Plaza

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FREE PARKING

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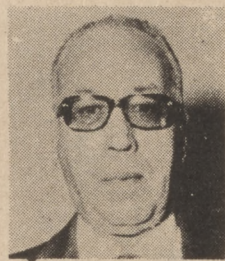
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and her husband, David, who had acreage in Bennett Valley and were planning to open a small winery, although not in the immediate future.

Those plans changed when the Steiners discovered that Merry was available for work immediately. "There's no question about Merry's reputation as a winemaker," Sandra said. "She's known throughout the wine industry for her skills in producing a top-quality wine. We couldn't pass that opportunity up."

Sandra, 30, grew up in a family with a well-stocked wine cellar, which cultivated an interest in fine, high-quality wines.

"When Merry produced the first bottles of wine at Matanzas Creek we took a bottle to my father," Sandra explained. "We knew he was the real hurdle. If we got past him, we knew we had a winner. We gave him a glass to try and he was amazed at the high quality of the wine."

With simply an old barn and several outbuilding on the Bennett Valley acreage, the Steiners began construction in the spring of 1977, with Merry overseeing the project. They hoped to complete the conversion of the barn by the '77 crush. One month into the project, however, the Steiners realized the mammoth project which lay ahead, and sent Merry packing to France to experience the harvest and crush French-style.

UPON HER return, the barn conversion was nearly accomplished and the young winery bottled its first wines in 1978.

While in France, Edwards met Matanzas Creek's cooper and researched the equipment and technique used in French winemaking. "That experience made me feel so good about our vineyards," Edwards commented. "Vineyards in California are so much healthier and cleaner than those in France. And the wine industry here is fresher. There is so much more

experimentation and interest in wine in California. I think many of our wines will surpass, if they haven't already, the French in quality."

"The policy of having to label the ingredients going into a wine in California necessitates a much purer wine here," she continued. "In France, they throw in a little of this and a little of that. I don't understand why their wine is so highly touted."

Although no Matanzas Creek wines are on the market yet, the winery plans to market the first Gewurztraminer and Pinot Noir Blanc in November with the first Chardonnay entering the market in June. There will be no reds ready and available until 1981. The winery produced approximately 9,000 gallons of wine in its initial year and plans about 10,000 gallons this year.

MATANZAS Creek Winery has been in the center of the current appellation proposal for Sonoma Valley. Both Steiner and Edwards are, naturally, in favor of the plan.

"This is the first movement towards a general division of the county," Edwards explained. "The proposal is trying to break up four or five areas and add more cohesion to the wine situation in the county. And Sonoma Valley has the most similar climate with Bennett and our winery."

Steiner agreed. "Since our move to this area in 1971 I've been very concerned with land use planning in Bennett Valley," she said. "Right now the area is going through a lot of land use planning and I think there is plenty of room for wineries in the area. With Bennett Valley under the Sonoma Valley appellation, it should encourage more wineries to come into the area. We and other people with vineyards are selling excess grapes to Sonoma Valley wineries," she concluded.

According to Edwards, the

Matanzas Creek Winery

Continued from Page 36

microclimate in Sonoma Valley gives grapes a good balance between high acids and good sugar levels. "Sonoma Valley and Sonoma County wines should surpass Napa Valley wines in 10 years in terms of reputation," she noted. "It's really just an ideal climate for grape growing. When I was at Mt. Eden I used to buy grapes from this area and that's one of the main reasons I moved up here."

"The Chardonnay is really growing well in the area," she continued. "It's being planted more and more. Sonoma Valley and Sonoma County will definitely be the place in the next decade for that grape," she concluded.

THE TWO women aren't spending a lot of time looking ahead to grandiose future plans. "We're trying so hard to get through the first few years," Steiner remarked. "The price of wine production, like the price of anything, is going up. We're trying to make the money stretch."

While Edwards maintains a more philosophical approach to the future ("I never want the

winery to become so large that I can't be totally involved in the production of the wine"), both agree that what they both want is the best product that is available. to bear the Matanzas Creek label.

"We've been to wine shows in Los Angeles with our wines," Steiner said. "And they've all gotten really good receptions. Of course, most of the people there would ask where the winemaker or owner was, with us standing right there. Next year, we're getting buttons which read, 'No, we don't work in the tasting room'," she laughed.

In a serious vein, Steiner reflected on the current popularity of wines with consumers. "I don't think there is a total commitment by consumers for one wine or another," she explained. "I do think there has been a change in emphasis. The popularity of the sweet, white wines is gradually declining as people's tastes progress. If we can develop a reputation for offering a fine, high-quality wine in the public's eye, I think our clientele and market will stay. I think we attained that in our first year," she concluded.



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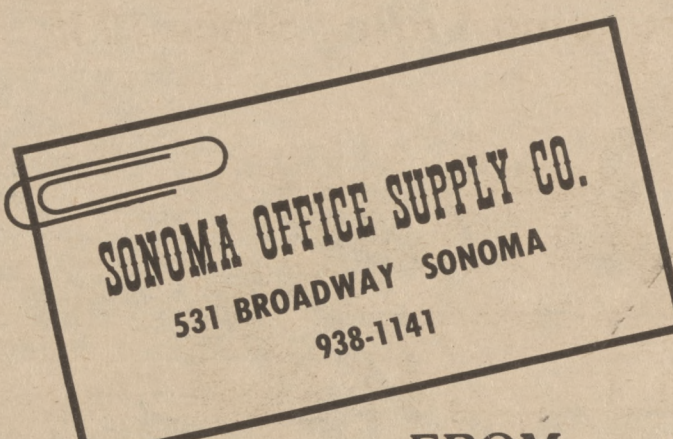
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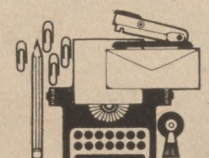


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I-T ad man Martin Stevenson's nostalgic trek into the past

EDITOR'S NOTE: Things change in a community as this nostalgic piece by Martin Stevenson, Advertising Manager of the Index-Tribune for 20 years, so

aptly relates. Stevenson, who retired several months ago, reflects on a Sonoma beat, much of it changed now, which he knew so well.)

By MARTIN STEVENSON

It is April, 1958, the tantalizing time between winter and spring, when one day is dour, the next day delightful.

Heavy rains have been falling. Schellville was badly flooded and many roads, especially in Glen Ellen, have been badly damaged.

But now and again the sun shines through and the promise of spring is in the air.

I have just joined the staff of the I-T as ad man, taking over from Dee Meredith. Dee has gone, later to be married and to live in Ojai, in Southern California with her newspaper publisher husband.

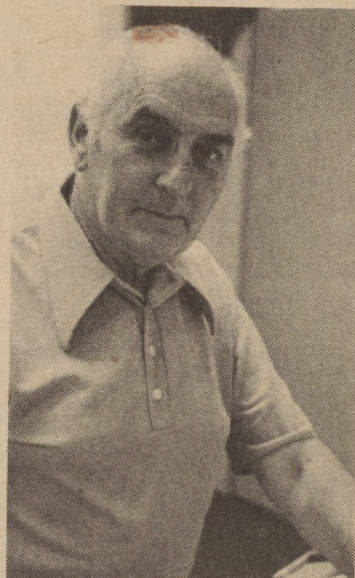
I am left with many uncertainties, but today, Thursday, I put these behind me. The newspaper is "on the street," and there appear to be no appalling errors in it.

I AM GOING to leave my car (an Anglia, a mini Ford, made in England -- and who ever hears of an Anglia now?) at the Bob Davis Chevron Station to be gassed up. I follow Bob into the little office, and neither of us knows we are actually standing on what will one day be the main office of Great Western Savings & Loan Association.

The next door down Broadway is Harold's Shoes, and it is always pleasant to talk to Harold Huntsinger. I leave Harold's tearsheets (the page of the newspaper with his ad on it) and go to Shone's Market. (Harold's used to stand where the driveway from Broadway goes to Great Western's parking lot.)

Shone's is still there, but greatly changed. It has made the term "Shone's sandwich" a local byword. And the store does not pretend to be what it was. It's a service store now. Mom and Pop

stores are not easy to run, but Don and Anita ran theirs with a kind of casual efficiency which pleased their customers. Everyone worth his salt had an account, and could be in and out in a matter of minutes or, as



MARTIN STEVENSON

many preferred to do, linger and talk to the Shones.

Because we know so little of the shape of our lives I do not know that as a bachelor in the sixties I too will have an account and that a warm and affectionate rapport would develop between the Shones and me. Or that I would have a group of acquaintances with whom continued friendship is mainly based on the fact that we are old Shone's customers.

I GO ON. Peggy Dunbar of Peggy's Lingerie Shop next door

Please turn to Page 39

Our compliments and congratulations to all of you who made another Vintage Festival possible!



We're Celebrating Our

53rd Year!

•Formerly Duhring's General Merchandise Founded 1850

Mission Hardware

498 First St. East

996-2211

Sonoma



This historic building on the Plaza is about 100 years old.

It was called the "Pink Cellar" when the Aguilon Winery used it for wine storage. Early in this century, the false front replaced the sloping roof and during the years that followed, the frame building became a harness shop, grocery store, poultry and feed operation and home for more than one family. In 1931, the Ruggles family opened their variety store here.

Today, you can shop upstairs at Accents for antiques and paintings. On the street, Ruggles Music and Art Supplies continues to serve the Valley in their new quarters. Next door, Sign of the Bear has expanded their wide selection of kitchenware, tableware and gifts for the home. So

much under one roof it's worth an afternoon of browsing and buying!

RUGGLES MUSIC & ART SUPPLIES

Daniel T. Ruggles, 439 First St. W., 996-2590

SIGN OF THE BEAR

Dick Foorman and Gene Quint, 435 First St. W., 996-3722

ACCENTS

Ann Scrimger, 433 First St. W., 996-2044

We invite your interest in the "Music Department" of the Sonoma Community Center, 276 East Napa Street, 938-4626 or 996-2590.

I-T ad man's nostalgic trek into past

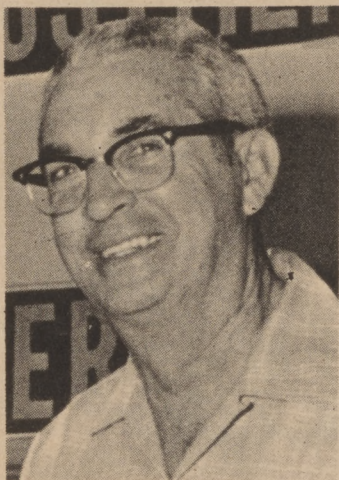
Continued from Page 38

will later sell her business to Heidi Danieli, who will change the name to Heidi's, and Heidi's will move to the Fifth street west shopping center.

This store and the one next to it will later be enlarged by Herman Sutphin into Sonoma Office Equipment Co., and that will in turn be acquired by Sam Soter into the present smart and successful Sonoma Office Supply Company.

But I know nothing of this. In fact, I believe what older residents tell me: Sonoma never changes.

I go by Ed Peterson, Inc. (where Franklin Furniture now



HENRY FRANKLIN

is) and walk on to Safeway, which is in the building later to be occupied by Henry Franklin Furniture, which moved next door, and which is now Western Auto.

I am here to leave tearsheets of the Safeway ad and a copy of the newspaper with Albin ("Al") Jones, a big, genial man, who always has a fund of stories to tell. Expert opinion has it that Al hears them from the salesmen who drop by the store. Al is like a trained actor who is a quick study. Every other word is like a



AL JONES

cue to him and he asks, "By the way, did you hear the one about ...?"

I CROSS THE STREET. (Clark McIntosh, later the police chief,

swears jovially that he is going to "get" me for jay walking) to call on Bert Friberg. Friberg's Rexall Drug still be acquired by John Tyler (no name change) but the building is now remodeled, and part of it is in the store of the Kelly family, a hand crafts store.

Round what is always called the old Bank building (because it had been the Bank of America) but is Ed Woods Realty. This, in turn, became Century 21-Woods Realty in the hands of Dick Bond and Louie Minelli, and is now substantially remodeled and is Glendale Federal Savings and Loan Association.

On East Napa st. I go in to see Orville Townsend who has a men's store in the premises where Fashion Alley is now. (It used to be Berman's.) Orville and I will later become fishing partners, but I do not know this now. A word with Frank Witzel in Mission Radio and TV. Frank's rich and resonant bass voice booms through the store. Why did I never tell Frank how much I admired his truly beautiful voice? It just didn't seem to be the kind of thing one man could say to another.

I PASS MODE O'DAY, which is now Kay's Fabrics, and I wave at Rita and Charlie MacDonald in MacDonald Jewelers, now Vintage Jewelers. I pass Lois' Dress Shop and go in to see Willis Helms at Simmons Pharmacy. Simmons' is virtually unchanged and still has its charming old marble soda fountain.

On to Hotz's to see Harold Hotz. The Hotz building is little changed externally, but its future seems uncertain.

A stop at Mission Hardware on First St. east to see August Pinelli. The longer one knows August the more respect and admiration one has for him, but I do not know this now and so my stay is brief.

Next door to Mission Hardware is Eraldi's. I stop to visit with Don and Dave. Eraldi's has moved from his address to new premises on the opposite side of the plaza and the store is now occupied by Brundage's.

I have no more missions on this block so I walk up First st. east to the old Creamery at the corner of Spain st. for a cup of coffee with Rocco and Carmella Benedetto. The place was called Vella's Fountain then (only the cognicenti referred to it as the Creamery, and I suppose I am, at this point trying hard to be one of them). Oddly enough, now that Rocco and Carmella have retired, Vella's has indeed become the Old Sonoma Creamery, modernized and remodeled by the brothers Dunlap.

I RETURN to the Bob Davis Chevron Station by crossing the

plaza to Adobe Drug on First st. west and a few words with Ray

Duer. Adobe Drug will later move to spacious new quarters at 303 West Napa st., and the old store occupied by Sonoma Plaza Realtors. At this point Ron Duer

is in college at Berkeley and I make his acquaintance when he works in the store on summer vacation.

Please turn to Page 40

Thom McAn Family Shoe Store



is now open featuring

men's, women's and children's casual sport and work shoes.

Come see Thom McAn's

quality shoes in the latest styles

and colors at the most reasonable

prices in the U. S.!

You'll be pleased to meet

Mary Rodriguez, store manager (pictured at the left.)

She has had eight years sales and management experience in the shoe business and will be pleased to help you make the proper selections.

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Mon., Tues., Wed., Fri. 10-6

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Thursday till 9 p.m.

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Mary Jayne Heneveld

Tom Micheles

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483 FIRST STREET WEST, SONOMA



Little Place Antiques

NOW AT TWO SONOMA LOCATIONS
249 W. NAPA ST. • 843 BROADWAY

Tuesday—Sunday

11-4:30

996-4722

I-T ad man's nostalgic trek into past

Continued from Page 39

Because I have the tearsheets still in my hand I remember to go

to Lundahl's Variety Store on Napa st., which has gone without a trace. The Lundahls will move

to Santa Rosa and the enlargement of the Bank of America parking lot will remove the only

Vintage Festival Greetings!



Ferrando's PLUMBING & HEATING
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New Construction ★ Remodeling ★ Free Estimates
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Master Charge

downtown variety store.

Once more in my car I am bound for Valley Mart and the stores there. The "ell" has not been completed at Valley Mart, and cater-corner from it is a large empty field where Safeway will one day build a large store, only after a few years to tear it down and build an even bigger one.

Now that I am in my absurd little car I can go farther afield, to Boyes Springs to see Horace Smario at Boyes Springs Food Center (still there, as ever was, with Ralph Mann holding the reins) and Pine Wagner at Valley Drug Store. And tomorrow I shall go to Wedekind's (closed Thursdays) and see Frank and Lorraine (spelled with two "r's").

I WILL GO to many places, too. To Gemini's in Glen Ellen, and every Tuesday I will go to Basileu's Barber Shop in El

Verano to pick up the hunting and fishing news. To see Bob Clifford at Broadway Hardware; to see Frank Quartucci at the Busy Bee on Spain st.

I will, over the years, talk to so many genial guys and gentle gals that I have difficulty remembering them now. And I would like to, for it was they who made the chasing of deadlines and the long hours so worth while.

This piece was, in a sense, to have been a kind of greeting card to them, but so many of them move in that dim world of memory that it is beyond my complete comprehension.

And some, as happens to us all, are dead.

But now and again I meet one of this number, alive and well, and there is no better feeling than to realize that in the words of the song, old acquaintance is not forgot. And is often brought to mind.

MARYBETH
NEEDLEWORKS

Vintage Festival
Greetings!

493 First St. West

938-8261



ADOBE



GLASS

*Wishes The People Of Sonoma Valley
Happy Vintage Festival!*

*We Appreciate
Your Confidence
And Patronage.*



COMPLETE GLASS SERVICE

18495 Sonoma Highway 938-5244

Boyes Hot Springs



A SONOMA COUPLE enthused over town marker in Chambolle-Musigny, Sonoma's 'twin city' in France. Vice-Mayor Henry Riboni, Laurence Tate and Phil Lau of Sonoma visited Chambolle-Musigny in January of this year and were warmly received and entertained by town dignitaries.

Sonoma's twin city in France

By JOHN LYNCH

Sonoma became the "twin city" of a small town in France on Sept. 24, 1959.

One of the most famous wine towns in France, Chambolle-Musigny, and Northern California's wine center, Sonoma, were inaugurated into twin city status that day by Wine Institute President Don W. McColley of San Francisco.

McColley said, "It's a fresh example of how, in days past, France and California have joined forces in the interests of fine wine."

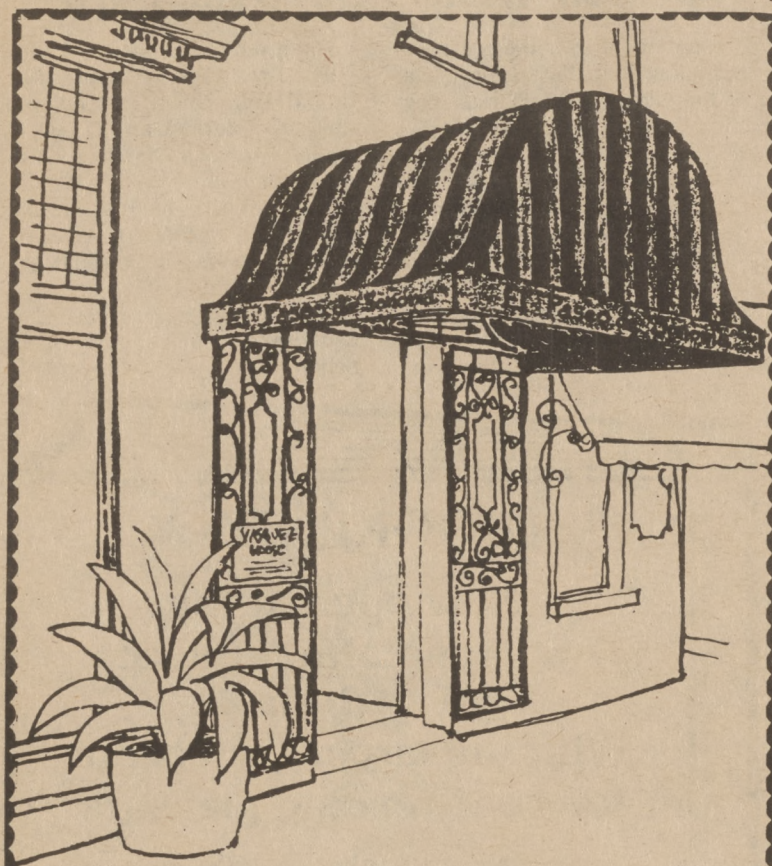
The actual "twinning"

ceremony took place Sept. 26, 1959 during the traditional "Blessing of the Grapes" which annually marks the opening of the Valley of the Moon Vintage Festival.

Grapes flown from Chambolle-Musigny, located in the heart of France's Burgundy wine country, were blessed along with those of Sonoma Valley. The celebration was highlighted by a transcribed telephone conversation between Sonoma Mayor Joan McGrath and Alain Roumier, Mayor of Chambolle-Musigny.

McGrath said that Sonoma is

Please turn to Page 42



El Paseo de Sonoma
Restaurants, Shops, History

Entrances on 414 1st St. E.
and Across from the Mission

Vintage Festival Greetings!



Your Master Nurseryman

*Bancroft's
Flowers*

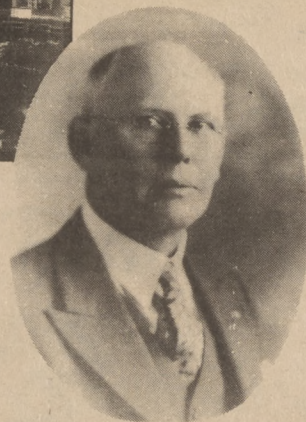
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FOR ALL OCCASIONS**

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Rediscover the
Fountain of your
youth at

SIMMONS'
PHARMACY



Simmons' Pharmacy opened in 1903 by Mr. Lloyd Scott Simmons. It is Sonoma's oldest drug store. The marble fountain has always been a distinguishing feature of the store and Mr. Simmons had a reputation for homemade ice cream which he made every morning before the store opened for business.

TO CURE A COLD IN ONE DAY
—USE—
Sure Cold Cure
25 CENTS.
MADE BY
L. S. SIMMONS
The Prescription Druggist

Mr. Simmons compounded most of the medicines he dispensed, in keeping with the way the pharmacy profession was practiced in the early 20th century.

His "Sure Cold Cure" was purchased by many a Sonoman for 25 cents. The ad claimed to cure a cold in a day.

Simmons' also housed Sonoma's first telephone exchange. It operated 24 hours a day, "manned" during the day by Mrs. Simmons and run at night by Al Warrnir.

Mr. Simmons' Sure Cold Cure is no longer available, but today Simmons Pharmacy still makes deliveries, still offers personalized service, and the marble fountain is still a blissful stop for ice cream soda lovers.



Simmons today: left to right, Lillian Kizer, Willis Helms, pharmacist; Vivienne Bourdette.

SIMMONS'
PHARMACY
ON THE PLAZA
29 EAST NAPA STREET, SONOMA 996-3696
Serving Sonomans since 1903

Sonoma's twin city

Continued from Page 41

"looking forward to a very close association, and to an exchange of historical data, information on wine-making, and about our governments, and on things that make us interesting people."

Mayor Roumier stated that Chambolle-Musigny was "honored to accept the hand of friendship from you. You are known to us and we hope to know you better. We hope some of you will visit our town."

The French Mayor mentioned at that time that his town was planning a festival of its own for January, 1960 in honor of St. Vincent and that a special tribute would be paid to Sonoma at that time.

French Consul General Robert Luc, one of many notables at the Blessing, said in a short speech, "I have the happy impression of being in California and the added pleasure of feeling at home. Your life is centered on wine, and on beauty and on culture. I am overwhelmed by the charm of this place and will never forget this day."

AFTER the "twinning" phase of the program, various Sonoma Valley winemen placed bottles of their blend on a table preparatory to the Blessing. Guest vintners included Frank H. Bartholomew, August Sebastiani, Julius Pagani, Mrs. Robert

Gowans, Dominic Parducci, J. D. Zellerbach and Peter Mancuso.

Wine Institute president McColey pointed out that the wine-makers of France have been "our teachers" and "our leaders in the industry."

A perfect example of the two country's joining together forces he reminded, was during the widespread outbreak of the dreaded vine pest, phylloxera, in the 1870's. The lice threatened to wipe out the world's vineyards. But it was halted finally by grafting the susceptible European varieties to native American phylloxera-resistant rootstock. This was done throughout the world.

VINTAGE FESTIVAL GREETINGS

Crown Hallmark Shop

Complete gift line
Cards for every occasion
Wedding department featuring:
invitations, wedding accessories,
albums, guest books

The Marketplace, Sonoma
996-1546

Store hours:
Mon.-Fri. 9:30-6
Sat. 9:30-5
Sunday 12-5
Open Thurs. till 9 p.m.

'Aunt Callie' was valley's oldest resident

She was Sonoma Valley's oldest resident. Mrs. Carolyn M. (Aunt Callie) Waterman, died at the age of 104 January 2, 1956, at the Sonoma Valley District Hospital.

She was the aunt of Mrs. J. P. Serres with whom she made her home in Agua Caliente and the great aunt of Franklin Serres and Luella Barrett, and the great, great aunt of Franklin Serres and Shirley and Patricia Barret, all of Agua Caliente.

Born April 9, 1851 in Neward, Wayne county, New York, Mrs. Waterman was married at age 18 to Charles Waterman in Wisconsin, and the newlyweds came west to settle in Nevada. In 1900 the couple moved from Nevada to

San Francisco, where Mr. Waterman died a few months later.

In 1910, Mrs. Waterman came to Sonoma Valley and made her home for the next 46 years with Mrs. Serres.

ACTIVE and interested in current affairs until her death, Mrs. Waterman recalled clearly Civil War days and the presidency of Abraham Lincoln. One of her memories, also, was of meeting U.S. Grant in San Francisco many years ago.

On April 7, 1955 she celebrated her last birthday at the Fighting Joe Hooker Ranch in Agua Caliente.

She received a telegram of congratulations from President Eisenhower.

Oil well hunt was bust here

Excitement over the prospects of finding oil in the hills northeast of the city of Sonoma was short lived back in the early summer of 1955.

A Las Vegas, Nevada syndicate, based on "competent geological advice," decided to go ahead with the project in June of that year at a site located on Arthur J. Walters' Blue Mountain Ranch, approximately five miles into the hills northeast of the city.

But it didn't last long.

The first week in August 1955, the oil well project stopped, and the 70-foot derrick and 64 tons of equipment began moving down out of the hills.

The well was reported to have gone down 2,000 feet in volcanic rock without cutting through the volcanic formation.

The crews there had worked 24 hours a day since the project began three weeks before. --JPL

Old Sonoma Creamery



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Agriculture -- crops, taxes and the future of our valley vineyards

By PAUL HAVENS

"You can hardly stop a man from selling something he can't make a living on," says Art Coops, past director of the California State Growers Association.

With an average return of 3% the typical farmer works more to maintain a lifestyle than to amass a fortune. "Where the farmer has traditionally come out ahead," according to John Merritt, winemaker at Gundlach-Bundschu, "is when he sells his land -- either to another farmer or to a developer."

Sonoma County was the fifth largest agricultural producing county in the nation in the 1920's. Today, over half the land area of Sonoma County is occupied by agricultural activities. And agriculture is still the major contributor to the county's economy. Yet, the State office of Planning and Research has placed agriculture in the "areas of critical concern" category.

Sonoma Valley Deputy Agricultural Commissioner, Jim Sallee doesn't see "any crop that can compete with housing subdivisions." He cites the following figures of diminishing acreage of fruits and nuts in the Sonoma Valley from 1966 to the present:

Prunes, 575 acres down to 260; apples, 820 to 200; pears, 850 to 390 and walnuts, 380 down to 280 acres. Some of this land was parcelled into truck farms, over half was planted into vines and about one-third became land for new housing.

SINCE the first plantings of vines by the Sonoma Valley mission fathers back in the 1820's, a variety of crops have grown here. In early years a change in crops, such as grapes being replaced with cherries, generally was the

result of disease or pestilence. In the late 1870's, two-thirds of the vineyards were lost to phylloxera. Later pears and cherries succumbed to similar diseases, the decline and buckskin disease.

Today, many of the previously dreaded diseases have been eradicated. But apple and pear growers in the Sonoma Valley are battling other problems, mainly unit cost, or yield per acre. With advancements in agriculture, particularly irrigation, new phrases associated with this "disease" are, "Sacramento -- pear country," "Sebastopol -- apple country."

One ex-pear grower in the Sonoma Valley claims that some Sacramento pear growers are producing twice the pears as here, "yet the tractor has to be run through the orchard the same number of times -- the costs are equal but the returns aren't."

No farmer can afford to pay taxes on land valued above \$500 an acre, and "you don't have any \$500 an acre land anymore," according to Coops. Since he got out of growing pears, prunes and walnuts in the early 70's, the value of that land now bearing homes, has increased 10 times. Unlike the modestly fluctuating prices during his years as grower, the last few years have seen the price of pears double and the price of walnuts go up six and one-half times.

Does Coops have any regrets? No. With the recent increase in the price of fuel to run his 1,000 smudge pots, he still would have lost the orchard.

THE BURDEN of increased taxes from land development has been lessened with the adoption of the Williamson Act. A farmer may sign a 10-year rolling contract (renewable each year) with the

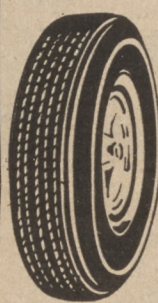
Please turn to Page 44



Overlooking a Sonoma Valley vineyard

More acreage is being planted to grapes. Some ranchers are bothered by the lack of diversification and question how long it will be before supply bypasses demand. Some vineyardists can see only growth ahead.

Festival



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Agriculture -- crops, taxes, valley vineyards

Continued from Page 43

county. He must meet an acre minimum and agree to devote the land to agricultural purposes. In return the land becomes an agricultural preserve with taxes maintained at a low level.

However, should the farmer

need to borrow against his agricultural preserve, the bank can only look to the agricultural value of the land to secure the loan. Many growers diversify, holding some land in agricultural preserve and some out.

Angelo Sangiacomo, one of two

remaining commercial pear growers in the Sonoma Valley, is optimistic in carrying on a family tradition. For over 51 years his father Victorio (Mike) has cared for this "delicate" fruit. And Angelo intends to carry on despite the historic "no-growth

market" of the canning industry, and the increased plantings in higher yielding areas such as the Sacramento Valley. He takes pride in a family lifestyle, working with his wife, children and brothers. "It's a good way of life with long hours, but you've got to put them in if you want to do it right," he said.

New exports to Japan and Europe and the resulting increase in pear prices, along with reduced property taxes, leads Sangiacomo to remark, "about the only thing that would run us out of here is if our wells ran out of water."

GRAPES. Red grapes. White grapes. And more grapes. That's what ex-pear growers of the Sonoma Valley are saying. In four years, from 1969 to 1973, land devoted to vineyards more than doubled. Most of the new vines were planted on former orchard land. But in the last couple of years, vineyards have replaced grazing land and the dairies they supported.

This concentration, this lack of diversification bothers Coops. "I'm afraid to see what's going to come out of it because so many grapes now are going to take a bath pretty soon. I think we'll have more grapes than water in the valley." Remembering what became of the prune and gravenstein plantings of 1912 and 1913 he says, "They just pushed supply and never thought of demand."

Vineyards equipped with drip irrigation systems are considered low water users. One hundred gallons per minute for 25 acres, once or twice a week," according to John Batto, president of the North Coast Grape Growers Association. Yet he sees water as a potential problem for Sonoma Valley, not to mention southern California and the state at large. He looks to the day when something can be worked out by tapping the Columbia River.

John Merritt also sees water as a potential problem. "On this ranch most of it is protected by water. We have a reservoir which holds enough for four eight-hour days of frost. If we get 32 hours of frost over a short period of time,

we have no protection," he explained.

Such frost protection systems use tremendous amounts of water and are expensive to install. But they are more efficient than wind machines and smudge pots, which lose their effectiveness below 28 or 27 degrees.

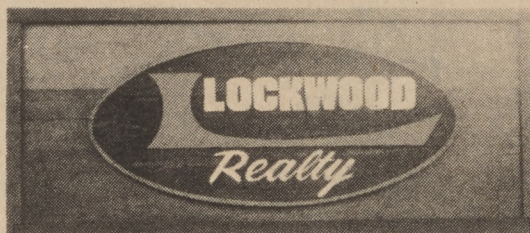
Sprinklers spray the vineyards when the temperature is below freezing. As the water changes from liquid to solid form, creating a sheath of ice over the buds, a certain amount of energy (calories) is given up from the water to the buds, keeping them from freezing. "You can protect down to 22 or 24 degrees," said Merritt.

DEMAND for grapes measured in dollars is going down. Prior to the burst of vineyard plantings, Pinot Noir was an expensive buy at \$700 to \$800 per ton in the early 70's. Today you can buy the grapes for \$300 or \$350 per ton. Last year the price for Cabernet Sauvignon was around \$550 per ton, the North Coast Growers' recommended price this year is around \$425 per ton, and according to Merritt, "We have people trying to sell us Cabernet for \$200 a ton, and we can't use it."

In the face of declining prices, growers such as Merritt and Batto feel that "prices will go up and down -- it's supply and demand." Both allude to the long-standing European custom of wine with a meal and the growing acceptance of that custom in this country.

In the words of John Batto, "I think that Prohibition fostered a lot of people, my father's generation, to drink hard liquor. Our generation is not going for that -- the gin, bourbon, vodka. I think people like to be sociable, go to a party, have a couple of drinks and not end up on the floor. It's more socially acceptable in our generation to drink wine. I think it's just a return to what it was before . . . as more wine is consumed there's more sophistication, and the grapes become Zinfandel on the bottle instead of Burgundy . . . and there are only so many acres that can produce good dry wine grapes."

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Remember Ralph Hotz as Altimira?

Sonoma Valley's stand-in for Padre Altimira, Ralph Hotz, the oldtime merchant who embodied a big slice of local history in his being, died in March, 1973.

Many were convinced the Vintage Festival would never be the same without Hotz, garbed as a Franciscan friar, to stand in front of the Sonoma Mission, surrounded by little Indian boys, as he recreated the role of the 1823 Mission's founder.

The unflappable Hotz was born in Sonoma in 1887. He was the son of pioneer merchant G. H. Hotz. He started out to be an electrical engineer but an injury to an eye brought him back to Sonoma and the management of the family store on Napa st. at First st. east.

HE SOLD THE business to Walter Stieper in 1972.

Ralph Hotz took over the store in 1910. He was assisted in running the business by his brother, Harold, until the latter's death.

Hotz served his community in other ways, as well. He was a member of the board of trustees of the high school for 32 years. This was prior to unification.

During World War II, he served on the local board at the Office of Price Administration and was also an aide for the Red Cross.

HE WAS PROBABLY best known for his role as Padre Altimira, however. No Festival pageant was complete without Hotz kneeling in front of the Mission (and this got harder as the years went by) in

the scene recreating the founding of Sonoma's chief landmark.

It was also fun to see Hotz during rehearsals, usually smoking a cigarette and telling jokes.

He loved to reminisce, too, about his boyhood days in Sonoma. He and his chums used to get in trouble occasionally with the town marshal, Jim Albertson and later with Deputy Sheriff Joe Ryan.

This was at the turn of the century, mind you, when Sonoma was a bucolic paradise for youngsters. Baseball was played on the corner lots and the kids went swimming in unpolluted Sonoma Creek.

WHEN THEY GOT older and became young bucks they would go to dances at the Union Hall. They often hid bottles of booze in the bushes in the Plaza. Ryan quickly found this out and would break the bottles.

While he had apparently hoped for a different career, when Hotz took over the store he ran it well. He came down every morning around seven and kept tabs on everything from his bookkeeper's desk in the corner.

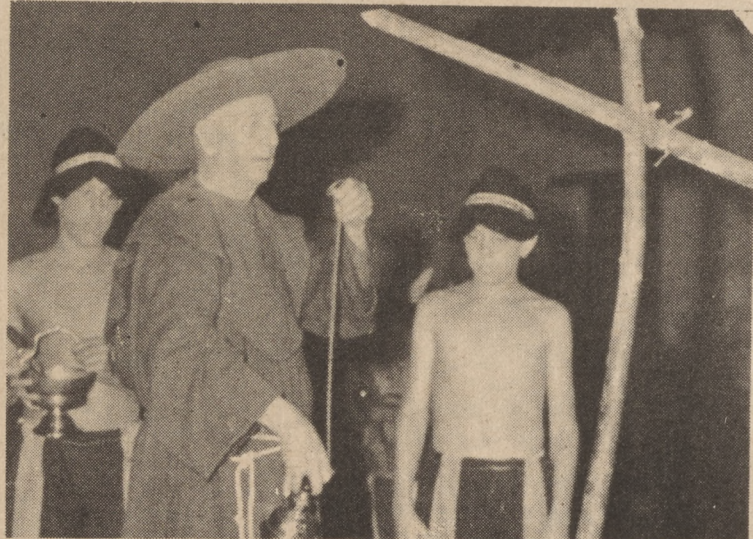
He continued a stoic existence after his beloved wife, Ida, died.

He was a charter member of the Kiwanis Club and a 50-year member of the Native Sons. He belonged to Temple Lodge 14 of the Masons.

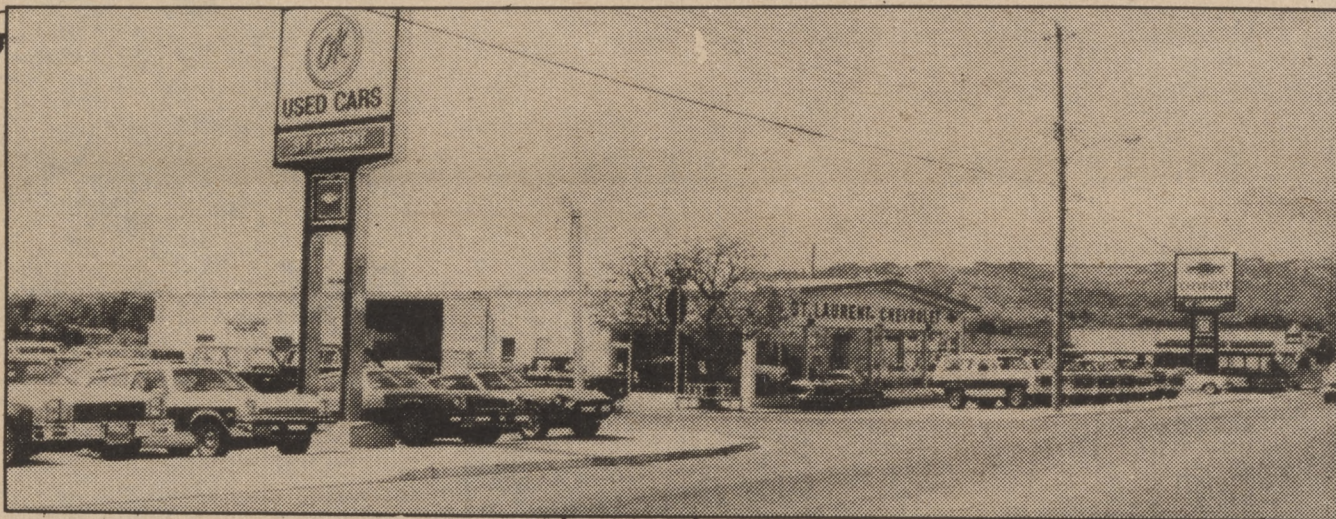
Hotz left a son, Preston Hotz, three grandchildren, four great-grandchildren and a nephew.



RALPH HOTZ, at right, with Pat Doyle.



ANOTHER FESTIVAL -- Hotz with 'Indian' neophytes.



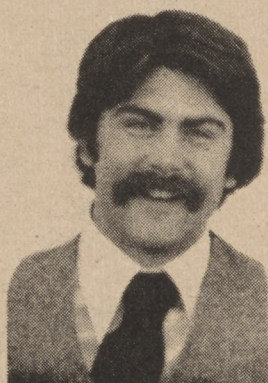
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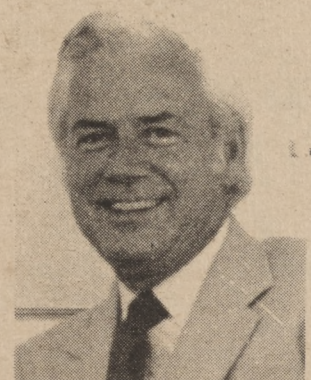
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Bob Nobles

Britt's Bandits feature of Festival

Britt's Bandits, a group of Sonoma Valley residents who stage some of the Wild West gun-fights which originated in this area. The re-enactments are light-hearted, so as not to frighten small children. The

group also participates in the Bear Flag Revolt re-enactment held during the Vintage Festival. The group features antique weapons and authentic costumes and hairstyles.

Depot Museum open

The newly renovated Depot Museum, located on First st. east, will be open from 1:00 to 4:00 p.m. both days. The Dixielanders, a dixieland-style band, will perform from 2:00 to 4:00 p.m. on Saturday and Sunday at the museum.



Ed Stancil, Bob Bohna, Michael Tocci, Larry Dunaway, John Leverington, Art DeWall, Bill Barnes, Lorraine Barnes, June Brennen.

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L. S. Simmons, who established his drugstore here on E. Napa st. in 1903 is shown standing next to the fountain which is still used. This photo is probably from early 1920s and at that time Simmons was also a dealer for Atwater Kent radios.

Cheers!



Aleta Paez

Salute!



Maureen Browne

Boa Sorte!

Good luck from the staff at Casa Grande Travel

Buena Suerte!



Jeannette Nissen

to the people of Sonoma for the Vintage Festival

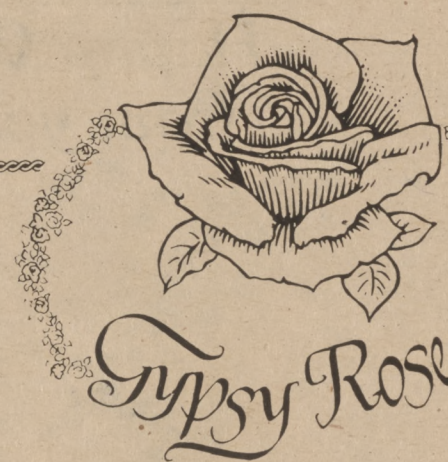


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Vintage Festival Greetings!
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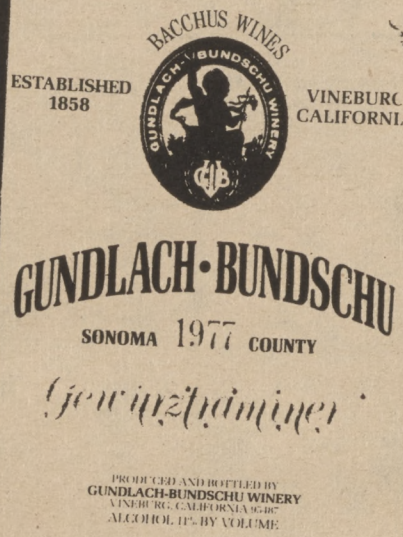
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Petition: Re use of 'Sonoma Valley' on wine labels

By BRIAN WILLIAMS

After nearly two years of preparation, the Sonoma Valley Vintners' Association has completed a petition which would have the Sonoma Valley declared an American viticultural area.

The petition, which has been submitted to the Bureau of Alcohol, Tobacco and Firearms for approval, is the first of its kind to have been completed in California.

The vintners' intent is to have the valley declared a distinct appellation of origin. As such, the appellation of "Sonoma Valley" would appear only on the labels of wines made from a minimum of 85% of grapes grown within the area so designated.

John Merritt, winemaker at Gundlach-Bundschu Winery and composer of the petition, explained that "as of January 1, 1983, no viticultural area claims can be made unless a petition such as the one we're doing has been accepted (by the BATF)."

Merritt outlined the basic requirements of the petition:

FIRSTLY, the area in question must have local or national significance, as well as historical or current evidence that the boundaries are as specified.

Secondly, the soil, climate and elevation of the area must be distinguishable from other areas.

Finally, there must be a detailed description of the area, complete with a map on the largest scale showing those boundaries, and the boundaries must be written out as well.

Merritt feels that the petition more than meets these requirements.

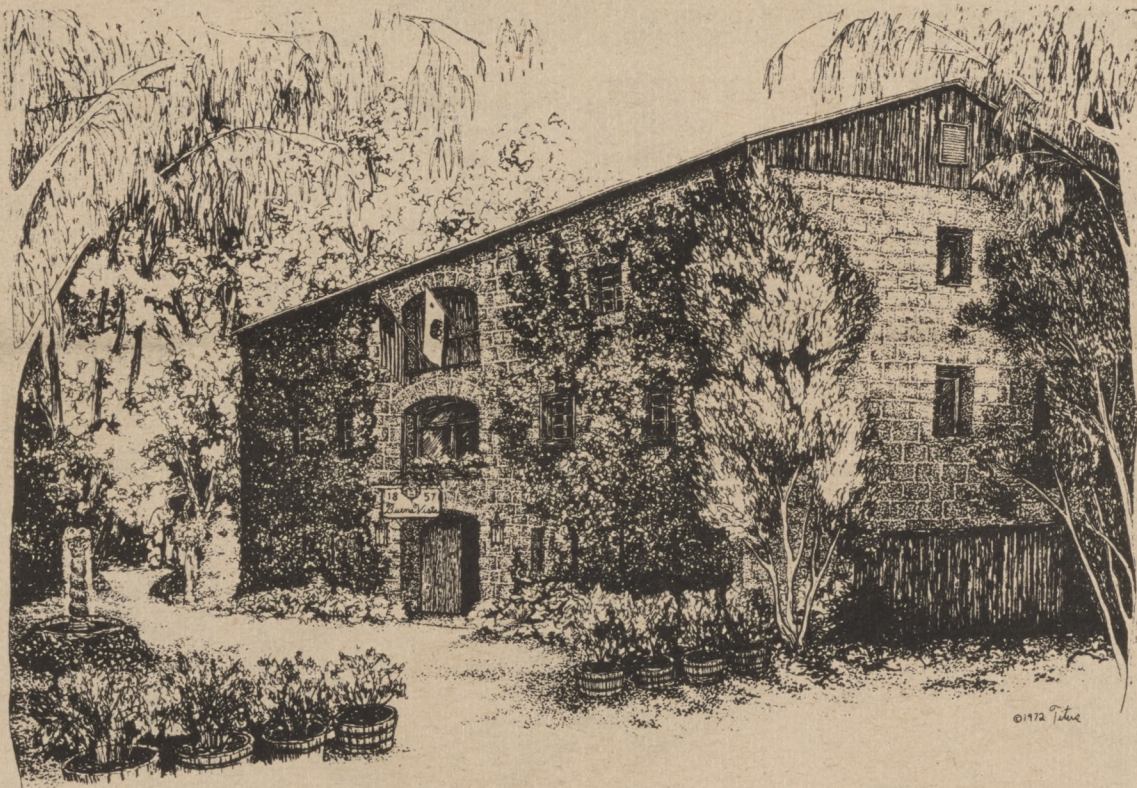
"The Sonoma Valley has always been known as a distinct area, but we had to define it to the point that we had to say what's in and what's out," Merritt said.

"The climate in the valley is somewhat consistent and somewhat unique as compared with the Petaluma or Napa Valley areas," he continued, emphasizing, "there is a significant difference between the Sonoma Valley and the areas around it."

THE BOUNDARY of the proposed viticultural area begins at the southwest at Sears Point (the intersection of Highways 37 and 121) and runs northwest along the ridge of the Sonoma Mountains past Wildcat Mountain and Sonoma Mountain to Taylor

Please turn to Page 48

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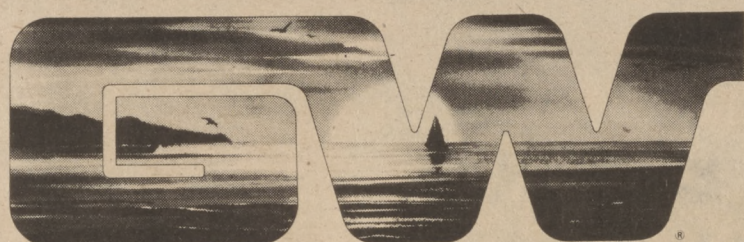
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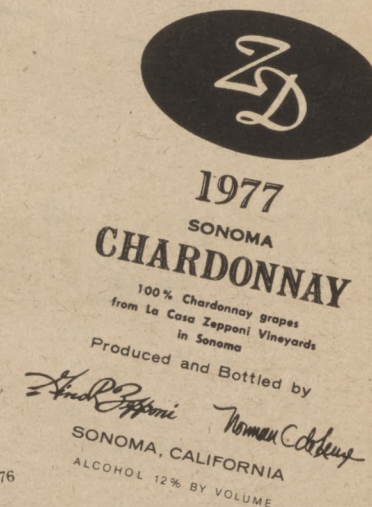
Mountain.

At that point, the boundary turns to the northeast to the point at which Los Alamos Road joins Highway 12. The boundary then turns to the east and passes Buzard Peak and Hood Mountain, and joins the Napa-Sonoma County Line.

The boundary follows the Napa-Sonoma County Line south to the San Pablo Bay, where it runs west, encircles Tubbs Island and rejoins Sears Point.

Surprisingly, there has yet to be any argument over these boundaries, and the Sonoma County Board of Supervisors has even unanimously endorsed these boundaries as comprising the Sonoma Valley Viticultural Area. Developing a distinct appella-

Please turn to Page 49



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The Sonoma Cheese Factory, home of "Sonoma Jack" cheese, had its beginnings nearly 50 years ago.

Celso Viviani, in partnership with Tom Vella, established The Sonoma Valley Creamery for cheese-making in 1931. The operation was located in what was originally The Sonoma Brewery building on 2nd st. east. Both Vella and Viviani had worked for Tom's older brother Joe Vella, owner of the Sonoma Mission Creamery.

In their 20 years together, the two men operated three other cheese plants -- one in Oregon, one in Ignacio and the Sonoma Mission Creamery on Spain street where La Casa Restaurant is now.



2 Spain St. On the Plaza
938-JACK



Celso Viviani

The present Cheese Factory was built in 1945; in 1948 the two partners realigned their businesses, Tom continuing cheese-making at the other locations. Celso Viviani, with his son Lawrence (Pete) now a partner, continued to make cheese at 2 Spain st. Celso retired in 1953 and died in 1955 at the age of 69.

In 1968 Dave Viviani and Fred Harland joined with Pete in partnership. They greatly expanded the operation to include a large delicatessen, wine shop and catering business.

Today cheese-making continues with the production of golden Sonoma Cheddar, Caraway Jack, Teleme and the house specialty, Sonoma Jack, made from a half-century old recipe.

Three generations of family tradition have been preserved at the Sonoma Cheese Factory, where time, quality and care go into cheese production.



Fred Harland, Pete Viviani, Dave Viviani

Petition: Benefits seen for growers, winemakers, consumers

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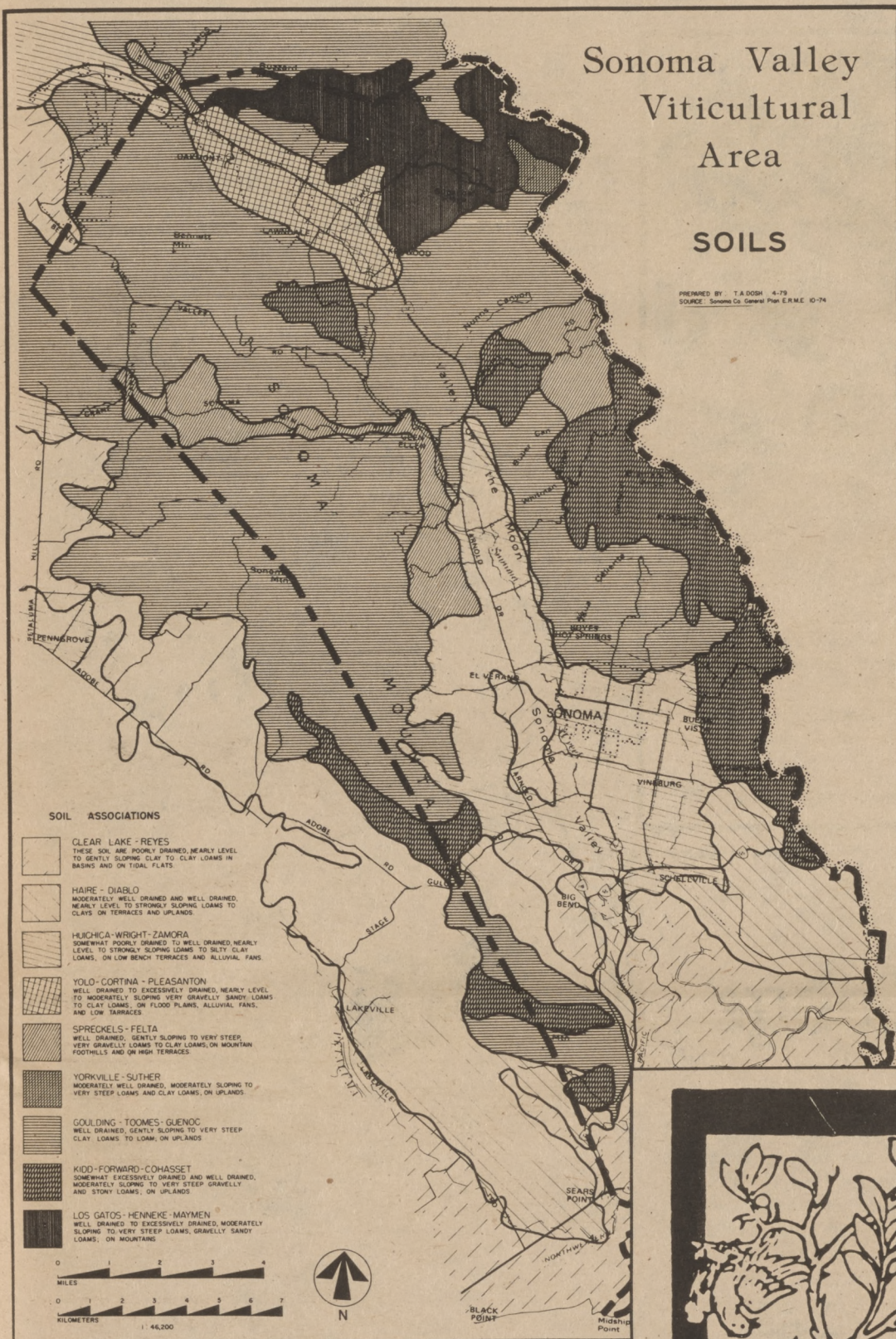
tion for the Sonoma Valley would in fact, seem to benefit everyone involved.

"There are benefits for growers, winemakers and consumers," explained Merritt.

JOHN SHEELA, who is president of both Kenwood Vineyards and the Sonoma Valley Vintners' Association, feels that the consumer stands to gain the most from an appellation structure.

One of the benefits is that the consumer will be able to identify Sonoma Valley grapes," Sheela said. "If you couldn't put an appellation on the bottle the con-

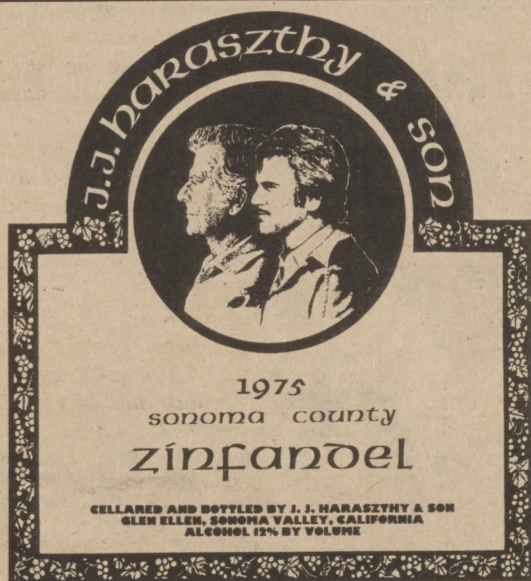
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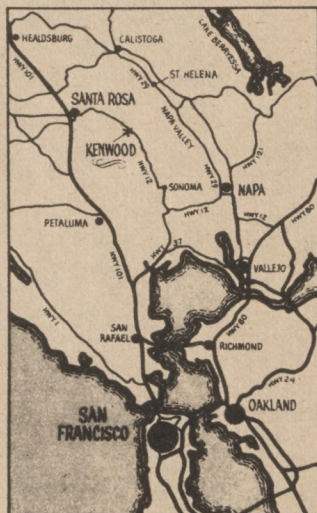
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Petition: "Towards more distinctly identifiable wine types"

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Kenwood Winery P.O. Box 447 Kenwood, Calif. 95452



Continued from Page 49

sumer would not know what he is buying."

Sheela explained, though, that "wineries have been using a Sonoma Valley appellation since they have been in existence."

According to Merritt, however, "There's no assurance right now that if the label says Sonoma Valley the grapes have been grown in the Sonoma Valley."

"This (regulation) merely formalizes and helps to enforce what we've already been doing."

Merritt would not estimate when the appellation will be recognized.

a progression towards more distinctly identifiable wine types," Merritt theorized, adding, "it's a natural evolution for the wine grape industry."

"It took us a long time to define the North Coast as opposed to the Central Valley and it took us a long time to define Sonoma Valley. As time passes, we'll refine even the Sonoma Valley."

And so it appears that the efforts that are now being made by the Sonoma Valley Vintners' Association are only the beginning.

"I WOULDN'T be surprised if we didn't even hear from the BATF for a year," he said. "Given the speed that things happen in Washington, I couldn't even venture a guess as to when any action will be taken."

Merritt mentioned that other areas, including the Napa Valley, the Alexander Valley and the Russian River Valley are also scrambling to develop recognized appellations.

"This process is not an end, it's



London



Lodge

In 1856, Joshua Chauvet, a native of France, settled in the Valley of the Moon and built the Glen Ellen Hotel in the same location where the London Lodge now exists. Nestled at the foot of Jack London State Park in quaint, quiet Glen Ellen, the London Lodge offers a peaceful respite for weary travellers. The 1400 acre Jack London Ranch was purchased in early 1900 and settled in 1906 by the world famous author who gained inspiration for many of his books from this magnificent location. Just a little way up the hill from London Lodge are the remains of the ill-fated Wolf House which burned before Jack London moved in. Charmian London's house, which contained his library and was to be his final resting place, is also situated here.

Bill and Marie Colling, owners of London Lodge Restaurant and Motel, celebrated their 12th anniversary in business April 1979. The motel boasts all the modern amenities including king and queen size beds, color TV, air conditioning, smoke alarms, fresh roses, and coffee in each room, as well as a luxurious pool that faces Sonoma Creek. The restaurant, which offers creekside dining, serves superb food, has a full bar and offers vintage wines to complement any dish. Bill Colling runs the restaurant with daughter, Pamela Hayes, while Marie Colling operates the motel with the assistance of grandson, Jon Hayes.

Come to quiet, quaint Glen Ellen in the Valley of the Moon and experience the beauty and romance of Jack London country . . .



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POULET GLORIA 8.50
Chicken sauted, apricots, walnuts, sherry, cream
MEDAILION DU PORC PROVENCALE 8.50
Sauteed loin of pork, onions, garlic, herbs, cheese, tomato
CANNARD AU POIVRE VERT 11.00
Duckling with green peppercorn, brandy and cream sauce
CANNARD A L'ORANGE 11.00
Duckling with orange sauce
ESCALOPE DE VEAU PANER AU CAPRES ET CITROEN 11.50
Veal, lightly breaded, saute with lemon and caper sauce
NOISETTE D'AGNEAU ORIENTALE 11.50
Eye of loin of lamb, sauteed with ginger and mushrooms, spices
TOURNEDOS MARCHAND DU VIN 12.00
Filet steak sauteed in red wine sauce
ENTRECOTE AU POIVRE VERT 12.00
New York Steak, sauteed, green pepper corns, brandy sauce

ALL MEATS MAY BE ORDERED FROM THE GRILL

Poissons

POISSON DU JOUR priced daily
PRAWNS SAUTE AU BEURRE BLANC 10.00
Prawns, sauteed in lemon butter sauce
SCALLOPS SAUTED NICOISE 8.50
Mushrooms, tomato, garlic, herbs, olives, artichokes
CLAMS MARINERE 8.50
Cherry Stone Clams in white wine, onions, garlic, parsley, butter and cream
10 oz. LOBSTER TAIL SAUTE OR GRILLED 13.00

A CHARGE WILL BE MADE FOR SUBSTITUTIONS

7.00 MINIMUM PER PERSON

NO PERSONAL CHECKS

VISA, MASTER CHARGE, AMERICAN EXPRESS accepted

**RESTAURANT & BAR OPEN ALL DAY
11 AM TO 10 PM**

**691 BROADWAY, SONOMA
FOR RESERVATIONS TELEPHONE
996-1031**

• FULLY AIR CONDITIONED

• OPEN 7 DAYS A WEEK

PROCESSION

Friday, September 14

Annual Wine Tasting for Patrons

Chateau St. Jean Winery

Saturday, September 15

11:15 a.m.	Blessing of the Grapes	At the Mission
12:00 noon to 2 p.m.	Dixielanders **	S. E. Corner Plaza
12:00 to 1:00	"Somethin' Special"	Grinstead Memorial Amphitheater
12:30 to 1:30	Loose Gravel	S. W. Corner Plaza
1:00 p.m.	Vallejo-Haraszthy Wedding	At the Mission
1:30 to 2:30 p.m.	William Forsyth	S. W. Corner Plaza
1:30 p.m.	Bear Flag Revolt Re-enactment	N. E. Corner Plaza
1:45 to 2:30 p.m.	Sonoma Valley Chorale	N. E. Corner Plaza
2:00 to 4:00 p.m.	Jazz Ensemble **	S. E. Corner Plaza
2:00 to 4:00 p.m.	Dixielanders **	Depot Park Museum
2:30 to 4:30 p.m.	Rudy Downey and the K. C. Special	S. W. Corner Plaza
2:30 p.m.	Britt's Bandits	Swiss Hotel, North side of Plaza
3:00 to 4:00 p.m.	Mark Huffman & Friends	Grinstead Memorial Amphitheater
4:00 to 5:00 p.m.	Day Late - Dollar Short String Band	Grinstead Memorial Amphitheater
4:00 p.m.	Britt's Bandits	Swiss Hotel, North side of Plaza
4:00 to 6:00 p.m.	Western Band **	N. W. Corner Plaza
5:00 to 6:00 p.m.	Mark Huffman & Friends	Grinstead Memorial Amphitheater
6:00 to 8:00 p.m.	Schellville Southside Blues Band	Grinstead Memorial Amphitheater
8:30 p.m. to 2 a.m.	Spanish Ball	Sonoma Mission Inn

Sunday, September 16

11:00 a.m. to 12 noon	Loose Gravel	S. W. Corner Plaza
High Noon	Britt's Bandits	Swiss Hotel, North side of Plaza
12:00 to 2:00 p.m.	Dixielanders **	S. E. Corner Plaza
12:00 to 2:00 p.m.	Belly Dance Workshops	S. E. Corner (Rose Garden)
12:30 to 1:00 p.m.	Community Sing	Grinstead Memorial Amphitheater
1:00	Vallejo-Haraszthy Wedding	At the Mission
1:30 to 2:00 p.m.	Community Sing	Grinstead Memorial Amphitheater
2:00 p.m.	Vintage Festival Parade	E., S. and W. sides of Plaza
2:00 to 4:00 p.m.	Dixielanders **	Depot Park Museum
2:30 to 4:30 p.m.	Sonoma County Concert Band **	S. W. or N. W. Corner
3:00 to 4:00 p.m.	Clara Carbonaro Greco Accordion Ensemble	N. E. Corner
3:00 to 6:00 p.m.	Belly Dance Workshops	S. E. Corner (Rose Garden)
3:30 to 6:00 p.m.	Folk Dancing with June School	N. W. or S. W. Corner
3:00 p.m.	Firemen's Water Fight	Spain St., north side of Plaza
4:00 to 6:00 p.m.	Los Ritmos **	S. E. Corner
4:00 to 6:00 p.m.	Schellville Southside Blues Band	Grinstead Memorial Amphitheater

NOTE: Throughout the two days in various parts of the Plaza, unscheduled entertainment will be staged. The Day Late - Dollar Short String Band will make unscheduled appearances on Saturday and entertainment in the Mexican tradition arranged by Mary Chappell will occur Sunday. Strolling troubador William Forsyth will appear both days.

** The instrumental music for this event is made possible by the Recording Companies of America through the Music Performance Trust Fund, a public service organization created under agreements with the American Federation of Musicians. The Grant for this performance was obtained with the cooperation of Santa Rosa Local 292, A.F. of M. and the Valley of the Moon Vintage Festival Association.

Supplement

to

The Sonoma
Index to Tribune

September 13, 1979

AT THE COMMUNITY CENTER

276 E. Napa St.

Both Saturday and Sunday

Flower Show Plant Sale Country Kitchen
(Auspices of the Valley of the Moon Garden Club)

Display of Gems and Rocks
(Valley of the Moon Gem and Mineral Club)

Arts and Crafts Displays
All activities at the Center will be from
10 a.m. to 5 p.m.

INFORMATION CENTER

Located in the center of Sonoma Plaza at the head of Broadway
(Staffed by members of the Soroptimist Club)

STAGECOACH AND BUCKBOARD RIDES

There will be stagecoach rides around the plaza, across from the Sonoma Barracks on Spain st. at the Plaza. There will also be a mule-drawn buckboard rides to and from the Community Center, to facilitate parking ease for Festival participants. The buckboard will drop off its passengers at the Mission.

WINDOW DISPLAYS

A free map of businesses participating in the annual Vintage Festival window display contest is available in the Plaza during the Festival.

Categories of competition this year are as follows: Historical (1) Individual or (2) Group or Antique Shop; Indian; Viticulture; Commercial, in which the participating business creates a window decor showing how that particular business would have looked 100 years ago.

There is also a new category this year for stores who wish to participate in the window displays, but do not wish to be judged.

THE HOMETOWN PARADE

One of the Vintage Festival highlights, especially for the participating children, is the old-fashioned Hometown Parade to take place around the Plaza on Sunday, beginning at 2 p.m. Just find a spot anywhere on the East, South and West sides of the Plaza and you'll have a front row seat along the line of march. Prizes will be awarded in a variety of categories. The U.S. Sixth Army Band will perform.

Invited to Festival as honor guests

Invited to be honored guests at the Vintage Festival's Blessing of the Grapes ceremony on Saturday in front of the Mission are: U. S. Senators Alan Cranston and S. I. Hayakawa, Congressman Don Clausen, State Senator James Nielsen, Assemblyman Mike Gage, Supervisor Brian Kahn, Mayor of Sonoma Nancy Parmelee and Sonoma's four honorary alcaldes, Henri Maysonnave, August Pinelli, Jerry Casson and current alcalde Robert M. Lynch.

by Jack Bradbury

Front cover

art work

